

# SANTA CRUZ COUNTY

C A L I F O R N I A

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## *General Board Agenda*

Wednesday, March 26, 2025  
3:00 P.M.

**Santa Cruz Museum of Art & History**  
705 Front Street, Santa Cruz

### **CALL TO ORDER**

### **PUBLIC COMMENT**

**PRESENTATIONS:** VSCC Fall Ad Campaign Wrap-up – Love Communications

### **ACTION ITEMS\***

1. January 29, 2025 Board Meeting Minutes\*
2. Financial Statements: January and February 2025\*
3. Draft Budget FY 2025/2026 Presentation\*
4. Ratify Nominees for VSCC Board of Directors for the following appointed seats\*:
  - a. Justin Cummings, Supervisor – Santa Cruz County Board of Supervisors
  - b. Susie O’Hara, Councilmember – City of Santa Cruz/City Council
  - c. Consuelo Alba, Watsonville Film Festival – Arts Council Associates

### **DISCUSSION ITEMS**

#### President’s Report – **Doug Lord**, President

5. State of the Industry
6. Review of VSCC 25/26 Board of Directors Nominees – Morgan Stuart

#### CEO’s Report – Terence Concannon

7. New Office & Visitors Center Space Updates
8. Lodging Performance & Visitor Metrics

### **ANNOUNCEMENTS**

### **UPCOMING MEETINGS:**

- ★ **VSCC Executive Committee Meeting** – Wednesday, May 21, 2025 at 9:00 a.m., VSCC Office
- ★ **VSCC Board Meeting:** Wednesday, May 28, 2025 at 3:00 p.m., Santa Cruz MAH