



Executive Committee Agenda

Wednesday, July 17, 2019
10:30 A.M.

VSCC Office
303 Water Street, Suite 100, Santa Cruz

*To avoid disruptions or delays during the meeting please keep your cell phone silenced.
Thank you!*

CALL TO ORDER

PUBLIC COMMENT

ACTION ITEMS

1. May 8, 2019 Executive Committee Meeting Minutes* Pages 2-7
2. Financial Statements- April/May 2019* Pages 8-26
3. Items to consider for the July 31, 2019 Board Meeting Agenda* Pages 27-29
 - a. Request for endorsement: Library/Mixed Use Project in Downtown Santa Cruz – Cynthia Mathews/Downtown Forward
 - b. Marketing Report:
 - i. Year-end Website Metrics – Daryl Zape, Website & Digital Marketing Director
 - ii. Spring Campaign Results – Gary Green, Cooperative Marketing Director
 - c. Pets Welcome Here – show debut

DISCUSSION ITEMS

President's Report – Laura Waltz, President

4. Reserve Task Force Update – Darren Pound, Treasurer
5. New Board Member Orientation Completed

CEO's Report – Maggie Ivy

6. Workforce Development Board Survey Presentation
7. Heritage Tourism Update
8. April/May/June Activity and Response Reports Pages 30-41
9. April/May Occupancy & ADR Pages 42-43

EXECUTIVE SESSION

10. Proposed CEO Bonus Program*

ANNOUNCEMENTS

ADJOURNMENT

* Action Item