



General Board Agenda

Wednesday, July 31, 2019
3:00 P.M.

Community Foundation Santa Cruz Co.
7807 Soquel Drive, Aptos

*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 15, 2019 Board Meeting Minutes* Pages 2-10
2. Financial Statements- April & May* Pages 11/15
3. Marketing Report:
 - a. Year-end Website Metrics – Daryl Zape, Website & Digital Marketing Director
 - b. Spring Campaign Results – Gary Green, Cooperative Marketing Director

DISCUSSION ITEMS

President's Report – Laura Waltz, President

7. Reserves: Reserve Task Force Update & Policy Review – Darren Pound, Treasurer Pages 16-19
8. New Board Member Orientation Completed

CEO's Report – Maggie Ivy

9. Workforce Development Board Survey Presentation Pages 20-57
10. Heritage Tourism & Pet Friendly Content Update
11. April/May/June Activity and Response Reports Pages 58-69
12. April/May/June Occupancy & ADR Report Pages 70-71

EXECUTIVE SESSION

President's Report – Laura Waltz, President

13. Proposed CEO Bonus Program* – Laura Waltz

ANNOUNCEMENTS

ADJOURNMENT

* Action Item