



Executive Committee Agenda

Wednesday, March 18, 2020
12:00 P.M.

Visit Santa Cruz County
303 Water Street, Suite 100, Santa Cruz
Teleconference available for Executive
Committee Members

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

CALL TO ORDER

PUBLIC COMMENT

ACTION ITEMS

1. January 15, 2020 Executive Committee Meeting Minutes* Pages 2-5
2. Financial Statements - January/February 2020* Pages 6-25

DISCUSSION ITEMS

President's Report – Laura Waltz, President

3. Nominating Task Force Update – Julie Baylor, Chair Page 26
4. COVID-19 and Local Tourism Industry Pages 27-30
5. Items to consider for the March 25, 2020 Board Meeting Agenda*
 - a. Draft Budget Presentation
 - b. COVID-19 and Local Tourism Industry
 - c. Nominating Task Force Update
6. CEO Review

CEO's Report – Maggie Ivy

7. Presentation – Draft Budget FY 2020/2021
8. Homelessness Issues Update
9. SWOT Analysis
10. Spring Campaign Update
11. January/February Activity and Response Reports Pages 31-38
12. January/February Occupancy & ADR Pages 39-40

ANNOUNCEMENTS

ADJOURNMENT