



Executive Committee Agenda

Wednesday, August 26, 2020
9:00 A.M.

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

CALL TO ORDER

PUBLIC COMMENT

ACTION ITEMS

1. Introduction and Welcome to New Executive Committee Members
 - Darren Pound, Dream Inn Santa Cruz, President
 - Julie Baylor, Hyatt Place/Hampton Inn/Comfort Inn, Vice President
 - Sita Patel, Lotus Management Inc. (Four Points Santa Cruz – Scotts Valley/Fairfield Inn by Marriott – Santa Cruz/Holiday Inn Express Hotel - Watsonville), Treasurer (New)
 - Emily Thomas, Santa Cruz Mountain Brewing, Secretary (New)
 - Ann Ostermann, Arts Council Santa Cruz County, At-Large (New)
 - Laura Waltz, Beach Street Inn & Suites, Immediate Past Chair
2. June 22, 2020 Executive Committee Meeting Minutes*

DISCUSSION ITEMS

President's Report – Darren Pound, President

3. Items to consider for the September 2, 2020 Board Meeting Agenda:
 - A. Regional Drive Market Fall Campaign/Video Commercial*
 - B. TMD Renewal Task Force*
4. CHL&A Membership Update

CEO's Report – Maggie Ivy

5. Update on VSCC Projects and Programs
6. Response & Activity Reports for May, June, and July 2020
7. Occupancy & ADR Report for May, June, and July 2020

ANNOUNCEMENTS

ADJOURNMENT