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## **General Board Agenda**

Wednesday, September 2, 2020  
3:00 P.M.

**Visit Santa Cruz County**  
**303 Water Street, Suite 100, Santa Cruz**  
**Teleconference available for VSCC**  
**Board Members**

### **CALL TO ORDER**

### **PUBLIC COMMENT**

### **INTRODUCTION OF NEW VSCC BOARD MEMBERS**

- Kent Berman, Area General Manager, Aspromonte Hospitality
- Jay Bhula, Managing Partner, Best Western Plus Scotts Valley and Hampton Inn Santa Cruz West
- Peg Danielson, Operations Manager, Friends of Santa Cruz State Parks

### **ACTION ITEMS\***

1. June 25, 2020 Board Meeting Minutes\*
2. Regional Drive Market Fall Campaign/Video Commercial\*
3. TMD Renewal Task Force\*

### **President's Report – *Darren Pound*, President**

4. CHL&A Membership Update
5. CEO Annual Review Completed

### **CEO's Report – *Maggie Ivy***

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

### **ANNOUNCEMENTS**

### **ADJOURNMENT**

\* Action Item