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## ***Executive Committee Agenda***

Wednesday, July 21, 2021  
9:00 A.M.

**Dream Inn Santa Cruz**  
**175 West Cliff Drive, Santa Cruz**  
**Teleconference Available**

### **CALL TO ORDER**

### **PUBLIC COMMENT**

### **ACTION ITEMS**

1. May 12, 2021 Executive Committee Meeting Minutes\*
2. Financial Statements: May 2021\*
3. Nominating Task Force Recommendations\*
4. Outstanding Receivables\*

### **DISCUSSION ITEMS**

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

5. TMD Renewal Approved
6. State of the Industry & COVID-19
7. July Board of Directors Proposed Date Change: August 3<sup>rd</sup>
8. Report on Street Vendors on Beach Street in Santa Cruz
9. Community Presentation Requests for VSCC Board:
  - a. Rail/Trail Initiative
  - b. Downtown Economic Development Projects
  - c. Housing Matters/Homelessness

#### **CEO's Report – Maggie Ivy**

10. Marketing Presentation for VSCC Board: Spring Campaign Results/  
Year-end Numbers
11. Temporary Outdoor Living Ordinance Update
12. Response & Activity Reports for May/June 2021
13. Occupancy & ADR Report for April/May 2021

### **ANNOUNCEMENTS**

### **ADJOURNMENT**

### **UPCOMING MEETINGS:**

***VSCC Board Meeting:*** Tuesday, August 3, 2021 at 3:00 p.m.

***VSCC Executive Committee Meeting:*** Wednesday, September 15, 2021 at 9:00 a.m.

\* Action Item