



General Board Agenda

Tuesday, August 3, 2021
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

STAFF PRESENTATIONS

Spring Campaign Results & Year-End Numbers

- Daryl Zape, Website and Digital Marketing Director
- Rachel Endsley, Director of Social Media
- Christina Glynn, Communications Director/Film Commissioner

ACTION ITEMS*

1. May 26, 2021 Board Meeting Minutes*
2. Financial Statement: May 2021*
3. Nominating Task Force Recommendations*
4. CEO Search Committee Recommendations*

President's Report – *Darren Pound*, President

5. TMD Renewal Approved
6. Report on Street Vendors on Beach Street in Santa Cruz

CEO's Report – Maggie Ivy

7. Response & Activity Reports for May & June 2021
8. Occupancy & ADR Reports for May 2021

ANNOUNCEMENTS

ADJOURNMENT

UPCOMING MEETINGS:

- ★ **VSCC Executive Committee Meeting** – Wednesday, September 15, 2021 at 9:00 a.m.
- ★ **VSCC Board Meeting**: Wednesday, September 29, 2021 at 3:00 p.m.

* Action Item