



# County of Santa Cruz<sup>0123</sup>

## BOARD OF SUPERVISORS

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SECOND DISTRICT

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FIFTH DISTRICT

AGENDA: 3/19/02

March 7, 2002

BOARD OF SUPERVISORS  
County of Santa Cruz  
701 Ocean Street  
Santa Cruz, CA 95060

RE: **SANTA CRUZ COUNTY CONFERENCE AND VISITORS COUNCIL**

Dear Members of the Board:

The economic downturn and the events related to September 11, 2001, have presented very difficult challenges to the tourism industry. In the past months, the Santa Cruz County Conference and Visitors Council has initiated a number of strategies to respond to these challenges.

I believe it would be interesting for the Board to hear a brief presentation by the Santa Cruz County Conference and Visitors Council regarding their marketing plan. Accordingly, I recommend that the Board schedule a presentation for April 23, 2002, on the Regular Agenda.

Very truly yours, -

ELLEN PIRIE, Supervisor  
Second District

EP:lg

cc: Conference and Visitors Council

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