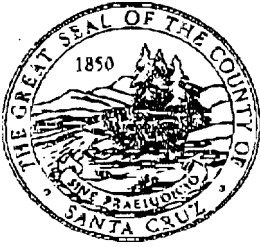


✓ REVISED

0419



County of Santa Cruz

BOARD OF SUPERVISORS

701 OCEAN STREET, SUITE 500, SANTA CRUZ, CA 95060-4069
(831) 454-2200 FAX: (831) 454-3262 TDD: (831) 454-2123

JANET K. BEAUTZ
FIRST DISTRICT

ELLEN PIRIE
SECOND DISTRICT

MARDI WORMHOUDT
THIRD DISTRICT

TONY CAMPOS
FOURTH DISTRICT

JEFF ALMQUIST
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

1263K2