

Minutes of the Board of Directors of Visit the Santa Ynez Valley May 8, 2014

Visit the Santa Ynez Valley held a board meeting on May 8, 2014 at SYV Marriott, 555 McMurray Road, Buellton. The meeting was called to order by President Mike Hendrick at 10:01 a.m. Board members present included Mike Hendrick, President, Linda Johansen, Vice President, Bion Rice, Treasurer, Jessy Osehan, Secretary, Chris Bashforth, James Colvin, Christine Forsyth, Sandra Hallmann, Dave Pollock. Mary Harris, Executive Director, was present.

Minutes of the April 3, 2014 board meeting were approved (Chris Bashforth moved, James Colvin seconded, Linda Johansen abstained, all others in favor).

Mary Harris presented the Executive Director update and the March/April budget/actuals.

Danielle Laudon briefed the board on the Craft Beer Month promotional and presented a suggested budget for September Wine Month and Holiday Traditions promotions. No action was taken on the budget at this time.

The ad hoc subcommittee, consisting of Chris Bashforth, Sandra Hallman, Dave Pollock and Mary Harris, presented their recommendations for changes in grant procedures. Linda Johansen moved, Jessy Osehan seconded, all in favor. Grant requests which had been submitted for consideration were tabled until the June 5 meeting, with instruction to have them conform to the new requirements (Sandra Hallman moved, Linda Johansen seconded, all in favor).

The Executive Director's office is asked to prepare requirements for access to Google Analytics, both for the organization's use and for the use of DVA Advertising and Public Relations.

The meeting adjourned at 11:15 am until Thursday, June 5, 9:00 am at the SYV Marriott.

Prepared by Mary Harris, Executive Director

Approved by Jessy Osehan, Secretary