



**Agenda – Visit the Santa Ynez Valley Board Meeting – October 9, 2014, 9:00 a.m., SYV Marriott, Buellton**

**9:00 a.m. Call to order and reordering of agenda (if necessary), Mike Hendrick, President**

**Public comment on non-agenda items – limited to three minutes**

**Approval of the minutes of the September 4<sup>th</sup> board meeting**

**Financial report – Bion Rice, Treasurer**

**Grant application, Solvang Conference & Visitors Bureau's Julefest**

**Board Retreat Recap – Shelby Sim**

**Membership Matrix & addition of non-voting class – David Pollock & membership subcommittee**

**Recommended Bylaws Revisions & 2<sup>nd</sup> Thursday board meeting shift – Jessy Osehan**

**TBID Increase vote – Shelby Sim**

**Website & Analytics Update – Danielle Laudon**

**Central Coast Tourism Council (CCTC) renewal – Danielle Laudon**

**SYV.com Domain offer – Mike Hendrick**

**Director Report – Shelby Sim**

**Board comments**

**Adjournment to meeting of November 6, 2014, 9:00 a.m., SYV Marriott**