



Agenda – Visit the Santa Ynez Valley Board Meeting – November 6, 2014, 8:30 a.m., SYV Marriott, Buellton

8:30 a.m. Executive Closed Session

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 4th board meeting

Director Report – Shelby Sim

Financial report – Bion Rice, Treasurer

Grant Request, Los Olivos Business Organizations’ flagship wine event

Request for Budget Reallocation for Solvang Conference & Visitors Bureau’s Julefest – Shelby Sim

Valley Wide Focus Group Study Presentation – Lauren Schlau & Tracy Farhad

Visit Santa Barbara Magazine – Shelby Sim

Touring & Tasting commitment – Shelby Sim

IPW 2015 with CCTC – Danielle Laudon

Board Retreat Recap – Shelby Sim

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

Recommended Bylaws Revisions & 2nd Thursday board meeting shift – Jessie Osehan

TBID Increase vote – Shelby Sim

Website & Analytics Update – Danielle Laudon

SYV.com Domain offer – Mike Hendrick

Board comments

Adjournment to meeting of December 4, 2014, 9:00 a.m., SYV Marriott