



VisitSYV.com

Agenda – Visit the Santa Ynez Valley Board Meeting – March 19, 2015 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 February 12th board meeting

Director Report to include:

- **TBID Renewal Update; Public Meeting recap (2/26/15); LA Travel & Adventure; LA Weekly “LA Essentials 2015”; SF Media Trip; Westways Partner Co-Op; SBCAG Shuttle Service; VisitSB Magazine.**
– Shelby Sim

Financial report – Bion Rice, Treasurer

- **Review of February 2015 financials and projections for remainder of 2015.**

Grant Requests for consideration*:

- **Solvang Festival Theater: Jazz Series, requested amount: \$4,000.00; recommended amount: \$2,000.00**
- **Santa Barbara Vintners: Vintners Festival, requested amount: \$4,000.00; recommended amount: \$3,500.00**
** VisitSYV considers grant requests for non-profit & for-profit organizations responsible for events consistent with VisitSYV Charter.*

Education Subcommittee Update – Bion Rice

- **VisitSYV to review Educational Program Proposal, which will include seminars focusing on hospitality and knowledge of region in each of VisitSYV’s six townships.**

Proposed Networking Reception for Tuesday, April 21, 2015 – Shelby Sim

- **VisitSYV to set date for next member networking reception.**

Logo Subcommittee Update – James Colvin

- **Committee consisting of James Colvin, Kady Fleckenstein and Christine Forsyth to recommend proceedings for new VisitSYV logo**

Website, Analytics and DVA Update – Danielle Laudon

- **Review of current VisitSYV.com web trends, SEO reporting, and DVA SYV Marketing Co-Operative update.**

Craft Beer Subcommittee Formation. – Danielle Laudon

- **Create subcommittee which would decide on size, logistics and feasibility of SYV Craft Beer Month campaign.**

Board comments

Adjournment to meeting of April 9, 2015, 9:00 a.m., SYV Marriott