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


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