Agenda – Visit the Santa Ynez Valley Board Meeting – April 9, 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 March 19th board meeting

ACTION ITEM: Grant Requests for consideration*:
  • Los Olivos Jazz & Olive Festival, Jun 2015, requested amount: $1,800; recommended amount: $2,000
  • SYV Rotary 4th of July Celebration, Jul 2015, requested amount: $4,000.00; recommended amount: $3,000.00
  • Danish Days Foundation: Danish Days, Sep 2015, requested amount: $4,000.00; recommended amount: $4,000.00

*VisitSYV considers grant requests for non-profit & for-profit organizations responsible for events consistent with VisitSYV Charter.

Director Report to include:
  • TBID update, Solvang Expo, Membership structure, SYV area Chambers, Publication budget
  • ACTION ITEM: Vacation rental editorial in Destination Guide
    – Shelby Sim

Financial report – Bion Rice, Treasurer
  • Review of March 2015 financials and projections for remainder of 2015.

ACTION ITEM: Proposed $5,000 budget for Tuesday, April 21, 2015 Networking Reception – Shelby Sim
  • VisitSYV to set budget for networking reception; budget would cover event rentals, venue, catering, entertainment, and event insurance.

ACTION ITEM: Proposed $9,000 spend on Westways Discover Co-Op – Shelby Sim
  • Westways Discover Co-Op would be in June issue of Discover, an insert that goes to households with 100k+ income; 2 page advertorial spread with photos, content created by DVA at no additional cost.

Logo Subcommittee Update – James Colvin
  • Committee consisting of James Colvin, Kady Fleckenstein and Christine Forsyth to provide brand packaging quotes from several firms/designers

Website, Analytics, and CCTC Update – Danielle Laudon
  • Review of current VisitSYV.com web trends, SEO reporting, and CCTC update.

DVA SYV Marketing Co-Operative Update – Mary Angelo
  • Mary Angelo will present March and quarterly recap

Board comments

Adjournment to meeting of May 14, 2015, 9:00 a.m., SYV Marriott