



VisitSYV.com

**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 19<sup>th</sup> 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 4<sup>th</sup> 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**