



VisitSYV.com

Agenda – Visit the Santa Ynez Valley Board Meeting – May 14, 2015 8:30 a.m., SYV Marriott, Buellton

8:30 a.m. Closed Executive session to discuss Annual review of Executive Director.

9:00 a.m. Open to the public. 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 April 9th board meeting

ACTION ITEM: Grant Requests for consideration*:

- **Macaroni & Cheese Festival, June 2015, requested amount: \$2,500; recommended amount: \$1,500**
 - **Los Olivos Quick Draw Festival, August 2015, requested amount: \$3,500; recommended amount: \$2,000**
- * VisitSYV considers grant requests for non-profit & for-profit organizations responsible for events consistent with VisitSYV Charter.*

Director Report to include:

- **Publication Update, Spring Networking Reception Recap, Grow Your Community Expo Recap – Shelby Sim**

Brown Act Training Update – Jessy Osehan

Financial report – Bion Rice, Treasurer

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

ACTION ITEM: Membership Structure – Shelby Sim

- **Shelby Sim to propose revised membership structure**

ACTION ITEM: Proposed Santa Barbara Airport On-site Digital Display Buy – Shelby Sim & Danielle Laudon

- **VisitSYV staff propose digital display buy at Santa Barbara Airport. Two recommended options: 5 screens at \$403.75*/ month or 9 screens at \$637.50*/month *reflects a 15% discount off promotional rate for non-profit status.**

ACTION ITEM: Logo Subcommittee Proposal – James Colvin

- **Committee consisting of James Colvin, Kady Fleckenstein and Christine Forsyth to provide review and recommendation between two selected vendors**

Website, Analytics, DVA, Marketing & CCTC Update – Danielle Laudon

- **Review of current VisitSYV.com web trends, DVA Campaign, SEO reporting, Marketing & CCTC update.**

Craft Beer Subcommittee Update – Danielle Laudon

- **Review of new Craft Beer PR strategy**

Board comments

Adjournment to meeting of June 11, 2015, 9:00 a.m., SYV Marriott