



VisitSYV.com

**Agenda – Visit the Santa Ynez Valley Board Meeting – July 16, 2015 9:00 a.m., SYV Marriott, Buellton  
9:00 a.m. Call to order and reordering of agenda (if necessary), Jessy Osehan, President**

**Public comment on non-agenda items – limited to three minutes**

**Welcome new VisitSYV Board Members: Barry Prescott, General Manager at The Landsby, fulfilling Solvang #1 Board of Directors position; Tonya Davis, Hospitality Manager representing Dan Baumann, Owner of Flying Flags RV Resort, fulfilling Buellton #1 Board of Directors position.**

**ACTION ITEM: Vote for new VisitSYV Secretary**

- **Board of Directors must vote to fill the open seat of VisitSYV Secretary**

**ACTION ITEM: Grant Requests for consideration:**

- **Los Alamos Old Days, September 2015, requested amount: \$4,000; recommended amount: \$3,000**
- **\*Solvang Festival Theater: Original Jazz Series & fundraising concert request for second review, original requested amount: \$4,000.00; original granted amount: \$2,000, additional grant amount recommended based on revision: \$1,000.00**  
*\* VisitSYV originally reviewed and provided a grant to Solvang Festival Theater in the amount of \$2,000 based on concert dates provided. The fundraising concert has now secured an off-season, midweek date of Thursday, October 8th, which would increase the recommended amount by \$1,000.*

**Approval of the minutes of the June 11<sup>th</sup> board meeting**

**Financial report – Bion Rice, Treasurer**

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

**Director Report to include:**

- **Smith Travel Reports Research, Membership Structure & Benefits, Shuttle Service Update, LA Media Trip, Scarecrow Fest Update**
- **ACTION ITEMS: Set Networking Reception date at Fess Parker Winery; Set Brown Act Training Retreat date – Shelby Sim**

**ACTION ITEM: SpeedRFP Renewal Vote**

- **Annual renewal cost is \$6,480 to list 27 properties that have currently given VisitSYV permission to be listed.**

**ACTION ITEM: Bylaws Revision – Jessy Osehan**

- **The proposed bylaws revision mandates that all Board of Director positions may only be held by member businesses with a brick and mortar location within the TBID boundaries.**

**Website, DVA, Marketing Update – Danielle Laudon**

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

**Logo Subcommittee Update**

- **Review of current logo drafts**

**Board comments**

**Adjournment to meeting of August 13, 2015, 9:00 a.m., SYV Marriott**