



VisitSYV.com

**Agenda – Visit the Santa Ynez Valley Board Meeting – September 10, 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**

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

- **LOBO: Los Olivos Day in the Country, Saturday, October 17, 2015, requested amount: \$4,000; recommended amount: \$3,500.00**
- **Buellton Chamber & Visitors Bureau: Wine & Chili Fest, requested amount: \$2,000.00-\$4,000.00; recommended amount: \$3,000.00**

**Approval of the minutes of the June 11<sup>th</sup>, July 16<sup>th</sup>, and August 13<sup>th</sup> board meetings**

**Financial report – Bion Rice**

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

**Director Report to include:**

- **September 3<sup>rd</sup> Networking Reception Recap;**
- **August activity**

**Spirit of the Valley Presentation – David Pollock**

- **David Pollock will present current draft of Spirit of the Valley education seminar.**

**Destination Guide Update – Shelby Sim**

- **Sharing the latest on destination guide coming out December 1, 2015.**

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

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

**2016 Budget**

- **Form 2016 Budget committee**

**Brown Act Training – Jessy Osehan**

- **Jessy Osehan will provide tutorial on basic Brown Act procedures.**

**Board comments**

**Adjournment to meeting of October 8, 2015, 9:00 a.m., SYV Marriott**