



VisitSYV.com

Agenda – Visit the Santa Ynez Valley Board Meeting – October 8, 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:

- SYV Historical Museum: 31st Annual Vaquero Show & Sales, Friday, November 13 – 15, 2015, requested amount: \$4,000; recommended amount: \$3,500.00
- Dave Henrey: Hot Shots Extreme, Saturday, November 14th, requested amount: 4,000.00; recommended amount: \$1,500.00
- Solvang CVB: Julefest, December 4 – 6th, 12-13th, January 8th, requested amount: \$4,000.00 recommended amount: \$3,500.00

Spirit of the Valley Presentation – David Pollock

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

Approval of the minutes of the September 10th board meeting and results from June 11th, July 16th, and August 13th board meetings email approval

Financial report – Bion Rice

- Review of September 2015 financials and projections for remainder of 2015.

Director Report to include:

- KEYT holiday season ad buys; destination guide update; VisitSYV trade membership update; SYV Merchandise; SEO and FSC update; International Wine Film Fest in February 2016
- Activity

Brown Act Training – Jessy Osehan

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

Visit Santa Barbara Magazine, Santa Ynez Valley advertorial – Shelby Sim

- Staff recommends a 4 page spread for \$12,000
- Buellton & Solvang are each purchasing their own page
- Last year we purchased 7 pages at \$20,000

Touring & Tasting, Santa Ynez Valley advertorial – Shelby Sim

- Staff recommends 2 page advertorial in both Spring/Summer and Fall/Winter issues; total buy would be \$16,500.00, 50% paid in November 2015, 50% paid in January 2016

Website, DVA, Marketing Update – Danielle Laudon

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

Board comments

Adjournment to meeting of November 12, 2015, 9:00 a.m., SYV Marriott