



Agenda – Visit the Santa Ynez Valley Board Meeting – November 12, 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

Approval of the minutes of the October 8, 2015 board meeting

Financial report – Bion Rice

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

Director Report to include:

- **Santa Barbara Film commission support**
- **Destination guide launch update**
- **Santa Barbara Film Festival**
- **Santa Barbara County Wine Film Festival**
- **Activity report**

ACTION ITEM: Chumash letter of support – Shelby Sim

- **Expanding Liquor license to other parts of Casino**

ACTION ITEM: FSC – Shelby Sim

- **SEO update**
- **Good faith gesture to close out the past and move forward**

ACTION ITEM: Committee Clean up – Shelby Sim

- **Disillusion of applicable ad hoc committees**
 - **Education**
 - **Logo**
 - **Membership**
 - **Publication**
 - **Marketing**
 - **Budget**
- **Reformation of needed ad hoc committees**
 - **Marketing**
 - **Education**
 - **Publication**

ACTION ITEM: Westways Co-Op – Shelby Sim

- **Staff recommends 2 page advertorial co-op with additional member opportunities for larger spread, \$6,000**

ACTION ITEM: San Francisco Travel & Adventure Consumer Show, March 5-6, 2016 – Shelby Sim

- Entire cost including travel expenses for staff will be under \$6,000.

ACTION ITEM: Approval of 2016 Budget – Shelby Sim

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 December 10, 2015, 9:00 a.m., SYV Marriott