



Agenda – Visit the Santa Ynez Valley Board Meeting – December 10, 2015 8:30 a.m., SYV Marriott, Buellton

8:30 a.m. Closed Executive Session for Executive Director Review

**9:00 a.m. General Board Meeting, open to the public
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 November 12, 2015 board meeting

ACTION ITEM: Grant Requests for consideration:

- **Garagiste Festival Friday, February 12–15, 2016, requested amount: \$4,000; recommended amount: \$3,000.00**

Financial report – Bion Rice

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

Director Report to include:

- **Wine Tourism Conference Recap**
- **Destination Guide Launch**
- **Activity Report**

ACTION ITEM: 2016 Budget – Shelby Sim

- **Reallocation of marketing funds**

ACTION ITEM: Santa Barbara International Film Festival – Shelby Sim

- **Staff recommends sponsorship at \$15,000 level**

Santa Ynez Valley STAR – Shelby Sim

- **Launching in February, VisitSYV is sponsoring events page at \$400/month for a 6 month commitment**

Consumer Email – Danielle Laudon

- **Launched consumer email last week with questionnaire; official launch in January; requesting assistance with launch via hotels, members and transportation companies**

Website, DVA, Marketing Update – Danielle Laudon

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

Board comments

Adjournment to meeting of January 14, 2015, 9:00 a.m., SYV Marriott