



VisitSYV.com

Agenda – Visit the Santa Ynez Valley Annual Board Meeting – June 11, 2015 9:00 a.m., SYV Marriott, Buellton

ACTION ITEM: Approval of Elected Board Members

- **Board members serving a 2015 – 2017 term will be approved to begin and/or continue serving beginning July 2015**

Adjournment to regular Board meeting June 11th, 2015 9:30 a.m., SYV Marriott, Buellton



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9:30 a.m. Call to order and reordering of agenda (if necessary), Mike Hendrick, President

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

Approval of the minutes of the May 14th board meeting

ACTION ITEM: LOBO Financial Request

- **LOBO is raising \$25,000 for the upkeep of existing port-a-potties. They are asking VisitSYV to cover this shortfall.**

Director Report to include:

- **Vintners 5 miler, LA PR trip, Sunset Magazine Celebration Weekend, 2016 Publication Update, Brown Act Training – Shelby Sim**

Financial report – Bion Rice, Treasurer

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

ACTION ITEM: Membership Structure – Shelby Sim

- **Approve cost of membership and timeline of implementation**

ACTION ITEM: Bylaws Revision – Jessy Osehan

- **The proposed bylaws revision mandates that the VisitSYV Office of both President and Vice President may only be held by hoteliers paying into the SYVTBID; revisions also specify VisitSYV Hotelier Directors must be paying into the SYVTBID and Directors-at-Large must be VisitSYV Members in goodstanding; added notice of available Director positions will be given 30 days prior to Annual Meeting, beginning after July 2015.**

Website, DVA, Marketing and IPW Update – Danielle Laudon

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

ACTION ITEM: Approve July 16th Board Meeting Date – Shelby Sim

- **Proposed revised date for July board meeting due to Press Trip Conflict**

ACTION ITEM: Vote for new VisitSYV President

Board comments

Adjournment to meeting of July 16, 2015, 9:00 a.m., SYV Marriott