



Agenda – Visit the Santa Ynez Valley Board Meeting – January 14, 2016 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:

- Taste of Solvang, March 16-20, 2016, requested amount: \$4,000; recommended amount: \$3,500.00
- International Wine Film Festival, February 14 & 16, 2016, requested amount: \$2,500.00, recommended amount: \$1,500.00

ACTION ITEM: Approval of the minutes of the December 10, 2015 board meeting

Financial report – Bion Rice

- Review of December 2015 financials and projections for 2016.

Director Report to include:

- Golden Globes gifting suite recap
- UCSB Economic Forecast 1/14/16
 - Alisal Guest Ranch
 - I have been invited to speak
- Santa Barbara International Film Festival
 - Status of furnishing VisitSYV Lounge
- FirstStreet Creative
 - Status of payout
- DVA marketing
 - Status of 2016 Creative and Partners
- Board Meeting location for 2016
- Activity report

ACTION ITEM: Approval of talking points for media regarding short term vacation rentals. – Shelby Sim

Website, DVA, Marketing Update – Danielle Laudon

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

Board comments

Adjournment to meeting of February 11th, 2016, 9:00 a.m., TBD