



Agenda – Visit the Santa Ynez Valley Board Meeting – March 10, 2016 9:00 a.m., The Landsby, Solvang 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: Approval of the minutes of the January 14, 2016 board meeting

ACTION ITEM: Approval of the minutes of the February 11, 2016 board meeting

ACTION ITEM: Grant Requests for consideration:

- **Solvang Festival Theater’s Jazz + Beyond – Sundays Under the Oaks, June 26, July 31, August 7, August 14, August 28, September 18, 2016 (6 concerts total), requested amount: \$2,000, recommended amount: \$2,000**
- **People Helping People’s Polo Classic, Saturday, June 25, 2016, requested amount: \$4,000, recommended amount: \$3,000**

Financial report – Bion Rice

- **Review of February 2016 financials and projections for remainder of 2016.**

Director Report to include:

- **San Francisco Visit California Travel Outlook recap**
- **Saturday Shuttle update**
- **DVA Marketing Co-op update**
- **FSC Contract update**
- **Publication update**
- **June Board Election update**
- **Short term vacation rental update**
- **Activity report**

ACTION ITEM: Approve Board Retreat date of March 16, 2016, 11:30am – 2:30pm at Happy Canyon Vineyard – Shelby Sim

ACTION ITEM: Approve Spring Networking Event date of Wednesday, April 13, 2016, 5pm – 7pm at Barbieri – Shelby Sim

Website, DVA, Marketing Update – Danielle Laudon

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

Board comments

Adjournment to meeting of April 14, 2016, 9:00 a.m., The Landsby