



Agenda – Visit the Santa Ynez Valley Board Meeting – April 14, 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 March 10, 2016 board meeting

ACTION ITEM: Grant Requests for consideration:

- Vintners Spring Weekend, April 21-24, 2016 requested amount: \$4,000, recommended amount: \$4,000
- Jazz & Olive Festival, Los Olivos Rotary, June 4, 2016 requested amount: \$2,000, recommended amount: \$2,000
- 4th of July Fireworks, SYV Rotary, July 4, 2016, requested amount: \$4,000, recommended amount: \$3,000

Financial report – Bion Rice

- Review of March 2016 financials and projections for remainder of 2016.

Director Report to include:

- Networking Reception Recap
- SYV Artists Guild Quick Draw – new location, expanding participation
- VisitSYV presence on VisitSB website
- Publication update
- FSC Contract update
- Activity report

ACTION ITEM: Approve TAG certification program, Monday, May 23rd:

- VisitSYV staff recommends partnering with SolvangCVB to pay for TAG presentation; VisitSYV to pay for first year of attending hoteliers' annual dues; hoteliers who wish to recertify will pay \$129 annually starting in year 2. VisitSYV cost for presentation is \$1,000, plus up to \$4,515 if all 35 lodging properties choose to attend.

ACTION ITEM: Dancing Under the Stars VisitSYV sponsorship ask, \$1,500 – Shelby Sim

- Shelby Sim has been invited to be a celebrity contestant in the Teddy Bear Foundation's Annual Dancing Under the Stars fundraiser, produced by Arthur Murray Dance Studio. Sponsorship would include a table for 10 representatives on behalf of VisitSYV.

ACTION ITEM: VisitSYV co-op with VisitSB and SB Vintners for Cultural Salon event in LA, \$3,000 – Shelby Sim

Website, DVA, Marketing Update – Danielle Laudon

- Review of current VisitSYV.com web trends, DVA Campaign, Marketing, SEO status, CCTC & IPW update.

Board comments

Adjournment to meeting of May 12, 2016, 9:00 a.m., The Landsby