



Agenda – Visit the Santa Ynez Valley Board Meeting – August 11, 2016 9:00 a.m., The Landsby, Solvang 9:00 a.m. Call to order and reordering of agenda (if necessary), Linda Johansen, Vice President

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

ACTION ITEM: Approval of the minutes of the July 14, 2016 board meeting

ACTION ITEM: Grant Requests for consideration:

- Los Olivos Business Organization, Day in the Country (36th Annual), Saturday, October 15, 2016, requested amount: \$7,000, recommended amount: \$3,500
- Los Olivos Business Organization, Olde Fashioned Christmas, Saturday, December 3, 2016, requested amount: \$3,000, recommended amount: \$3,000

Financial report – Bion Rice

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

Director Report to include:

- Board of Supervisors meeting on Zipline
 - Approved
- Planning Commission meeting on Wine Ordinance
 - Update
- Data collection project
 - First meeting scheduled

Website, DVA, Marketing Update – Danielle Laudon

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

ACTION ITEM: Get to know your fellow SYV Hotelier reception

- VisitSYV to host a reception for all our hoteliers to become re-acquainted
- Sharing of rates will be prohibited.

ACTION ITEM: Decide whether to hold September 8, 2016 board meeting

Board comments

Adjournment to meeting of September 8, 2016, 9:00 a.m., The Landsby