



Agenda – Visit the Santa Ynez Valley Board Meeting – February 11, 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: Approval of the minutes of the January 14, 2016 board meeting

ACTION ITEM: Approve The Landsby as the new Board Meeting location for remainder of 2016

Financial report – Bion Rice

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

Director Report to include:

- **Spirit of the Valley Education program**
- **SBIFF Update**
- **Board Retreat Date**
- **Economic Forecast Review**
- **DVA marketing**
 - **Status of 2016 Creative and Partners**
- **SBCAG Update**
- **Activity report**

ACTION ITEM: FirstStreet Creative contract renewal

Website, DVA, Marketing Update – Danielle Laudon

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

Board comments

Adjournment to meeting of March 10, 2016, 9:00 a.m., TBD