



Agenda – Visit the Santa Ynez Valley Board Meeting – July 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: Ratify current VisitSYV Board of Directors

- VisitSYV welcomes new board members Randolph Pace, representing Sideways Inn, Jim Rice, representing Santa Ynez Inn, and Bob Oswaks, representing Bob's Well Bread Bakery

ACTION ITEM: Vote for Board Officers for 2016/2017 term (July 2016 Board Meeting – June 2017 Board Meeting).

Final thank you to outgoing Board of Directors – Jessy Osehan

- VisitSYV wishes to provide thanks for the guidance and participation of outgoing board members.

ACTION ITEM: Approval of the minutes of the June 9, 2016 board meeting

ACTION ITEM: Grant Requests for consideration:

- Los Alamos Old Days, Los Alamos Valley Men's Club, Sept. 23-25, 2016, requested amount: \$4,000, recommended amount: \$3,000
- SYV Quick Draw, SYV Arts Assoc., Nov. 4-6, 2016, requested amount: \$4,000, recommended amount: \$3,500

Financial report – Bion Rice

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

Director Report to include:

- Board of Supervisors meeting on Zipline
 - Extended until July 19th meeting
- Planning Commission meeting on Wine Ordinance
 - Extended to August 3rd meeting
- Summer Networking Reception Planning
 - Eliminate summer reception
 - 3 receptions a year
 - Marriott not ready
 - Fall, Guide launch, or spring
- Saturday Shuttle update
 - Los Olivos to be first stop
 - Requesting supplemental funding
- Santa Ynez Valley Star
 - Continue and enhance relationship

- Santa Barbara Vintners Foundation
 - Invited to join board
- Santa Barbara International Film Festival 2017
 - Meeting recap
- Dancing under the Stars recap
 - Won Most Entertaining
- Site visit to Sonoma
 - Board requested I spend time with ED in similar region
 - 3 nights, two full days
 - Dates TBD

ACTION ITEM: Form two ad hoc committees: Executive Review Committee, and Data Collection Project Committee – Jessy Osehan

ACTION ITEM: Publication reprint – Shelby Sim

- We have found an additional 7,000 guides which we would need to ship from Santa Barbara to our Buellton storage.
- We’ve received the following quotes for reprints from Griffin Publishing:

<u>Copies</u>	<u>Price</u>
5,000.....	\$9,510
10,000.....	\$11,706
15,000.....	\$13,921
- Shipping will be an additional \$700.00 regardless of quantity

ACTION ITEM: Vote for approval of FSC Contract – Shelby Sim

Website, DVA, Marketing Update – Danielle Laudon

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

Board comments

Adjournment to meeting of August 11, 2016, 9:00 a.m., The Landsby