



**Agenda – Visit the Santa Ynez Valley Board Meeting – September 8, 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 August 11, 2016 board meeting**

**ACTION ITEM: Grant Request for consideration:**

- **Santa Barbara County Vintners, Celebration of Harvest Vintners Festival & Weekend, Friday through Sunday, October 7-10, 2016, requested amount: \$4,000, recommended amount: \$4,000**
- **Santa Ynez Valley Historical Museum, Vaquero Show & Sale, Saturday, Nov. 11 - 13, 2016, requested amount: \$4,000, recommended amount: \$3,500**

**Financial report – Bion Rice**

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

**Director Report to include:**

- **Upcoming Planning Commission Meeting, 9/19/16**
- **Fiscal Year End Report 2015/16**
- **Data Collection Project**
- **Vacation Rentals**
- **Sponsoring Vintners Festival glassware**

**ACTION ITEM: Approve Fall Networking reception date of October 25<sup>th</sup> at Vincent Vineyards**

**ACTION ITEM: Spirit of the Valley**

- **Approve date of next Spirit of the Valley Seminar, set for Tuesday, September 27<sup>th</sup>, location tbd**
- **Approve banquet awards luncheon to coincide with our Annual Meeting in June 2017**

**ACTION ITEM: Approve implementing Booking.com as booking engine on VisitSYV.com**

- **Only VisitSYV hoteliers who use Booking.com will have this feature (27 to date); all other hoteliers will have their respective 'Book your stay' buttons continue to click-through to their own booking pages and websites.**

**Website, DVA, Marketing Update – Danielle Laudon**

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

**Board comments**

**Adjournment to meeting of October 13, 2016, 9:00 a.m., The Landsby**