



Agenda – Visit the Santa Ynez Valley Board Meeting – October 13, 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 September 8, 2016 board meeting

Financial report – Bion Rice

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

Director Report to include:

- Data Collection project
 - Update
- BOS meeting on Wine Ordinance
 - November 1st in Santa Maria
- Fall Reception
 - October 25th at Vincent Residence
- Spirit of the Valley
 - Next one in Spring 2017
- Budget 2017
 - Update
- Sonoma trip
 - Report
- New York trip postponed
 - Need more appointments

ACTION ITEM: Booking Agent

- Ad-hoc subcommittee will present findings on Jackrabbit Systems

ACTION ITEM: Vacation Rental and RV & Camping location on Website

- Relocation to Local Resources on VisitSYV.com

ACTION ITEM: Executive Director Review

- Template approval

Website, DVA, Marketing Update – Danielle Laudon

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

Board comments

Adjournment to meeting of November 10, 2016, 9:00 a.m., The Landsby