



Agenda – Visit the Santa Ynez Valley Board Meeting – November 10, 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 October 13, 2016 board meeting

ACTION ITEM: Grant Request for consideration:

- **Solvang Conference & Visitors Bureau, Julefest, Dec 1, 2016 – Jan 6, 2017, requested amount: \$4,000, recommended amount: \$4,000**

Financial report – Bion Rice

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

Director Report to include:

- **Data Collection project**
 - **Update**
- **BOS meeting on Wine Ordinance Recap**
 - **November 1st in Santa Maria**
- **Fall Reception Recap**
 - **October 25th at Vincent Residence**
- **Budget 2017**
 - **Update**
- **December 6th 2017 Destination Guide Launch**
 - **Santa Ynez Inn hosting, Cecco catering, 5-7pm with presentation at 6pm**
- **Buellton City Council received our fiscal 2015/16 report**
- **Submitted 2016 3rd Quarter Report to Solvang, Buellton and County**
- **Activity Report for month of October**

ACTION ITEM: Create Education Committee for 2017 – Shelby Sim

ACTION ITEM: Create Crisis Management Committee for 2017 – Shelby Sim

ACTION ITEM: Create Campaign Creative Committee for 2017 – Shelby Sim

ACTION ITEM: Booking Agent – Shelby Sim

- **Q: Will the price increase after one year contract?**
 - **A: Verbally told the price will not increase for at least three years, as they would not want to lose our business by increasing the price.**
- **Q: How often is the availability and rate data scraped from the website?**
 - **A: Industry standard: twice a day for rates and availability 7 days out; once a day for rates and availability on 30 days out**

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 17, 2016, 9:00 a.m., The Landsby. This meeting will be a closed session for Executive Review.

The next open board meeting will be held December 8, 2016, 9:00 a.m., The Landsby.