



Closed session – December 8th, 2016 8:30 a.m., The Landsby, Solvang

- **Executive Review**

Agenda – Visit the Santa Ynez Valley Board Meeting – December 8th, 2016 9:15 a.m., The Landsby, Solvang 9:15 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 November 10th, 2016 board meeting

Financial report – Bion Rice

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

Director Report to include:

- **Data Collection project**
- **BOS meeting on new Wine Ordinance Recap**
 - **Supervisors voted to not take action**
 - **Former ordinance in effect**
- **2017 Destination guide launch recap**
- **Activity Report for month of November**

Education Committee update – Bion Rice

ACTION ITEM: 2017 Budget approval

ACTION ITEM: AAA Discover magazine Co-op

- **Partner with Solvang and Buellton**
- **\$6,000 for two page spread**

ACTION ITEM: Visit Santa Barbara Annual Visitor magazine

- **\$12,000 for four page spread (same as last year)**
- **4 page rack rate was \$27,500**
- **Provides VisitSYV members with co-op pricing**

Website, DVA, Marketing Update – Danielle Laudon

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

ACTION ITEM: Dissolve current publication committee and form 2017 publication committee

ACTION ITEM: Board Elections

- **The board will vote on the following positions:**
 - **President**
 - **Vice President**
 - **Secretary**

Board comments

The next board meeting will be held January 12, 2016, 9:00 a.m., The Landsby.