



Visit the Santa Ynez Valley Annual Board Meeting – June 9, 2016 9:00 a.m., The Landsby, Solvang

ACTION ITEM: Approval of Elected Board Members

- **Board members serving a 2016 – 2018 term will be approved to begin and/or continue serving beginning July 2016**

YEARLY (2015) REVIEW – Shelby Sim

Adjournment to regular Board meeting June 9, 2016 9:30 a.m., The Landsby, Solvang



Agenda – Visit the Santa Ynez Valley General Board Meeting – June 9, 2016 9:30 a.m., The Landsby, Solvang 9:30 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 April 14, 2016 board meeting

ACTION ITEM: Grant Requests for consideration:

- **Danish Days, September 16-18, 2016 requested amount: \$5,000, recommended amount: \$4,000**
- **Solvang Festival Theater presents Clint Black concert, Wed, October 12, 2016, requested amount: \$2,000, recommended amount: \$3,000**

Financial report – Bion Rice

- **Review of April/May 2016 financials and projections for remainder of 2016.**

Director Report to include:

- **Santa Monica Cultural Salon event recap**
- **SBIFF update**
- **Summer Reception Planning**
- **Allan Hancock Scholarship, VisitSYV provided 2 scholarships**
- **TAG certification recap**
- **Spirit of the Valley recap**
- **FSC Update**
- **Activity report**

ACTION ITEM: Approve renewing Griffin Publishing Contract for 3 years – Shelby Sim

ACTION ITEM: Give permission to Lompoc Visitors Bureau to use Spirit of the Valley program – Shelby Sim

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

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 July 14, 2016, 9:00 a.m., The Landsby