



**Agenda – Visit the Santa Ynez Valley Board Meeting – January 12th, 2017 9:00 a.m., The Landsby, Solvang**

**9:00 a.m. Call to order and reordering of agenda (if necessary), Barry Prescott, Vice President**

**Public comment on non-agenda items – limited to three minutes**

**ACTION ITEM: Ratify Sherrie Fitzgerald as a board member representing Solvang and replacing Jessy Osehan as a Solvang representative**

**ACTION ITEM: Approval of the minutes of the December 8th, 2016 board meeting**

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

- **Buellton Visitors Bureau & Chamber of Commerce, Wine & Chili Fest glass sponsorship, March 19, 2017, requested amount: \$3,000, recommended amount: \$3,000**

**Financial report – Bion Rice**

- **Review of December 2016 financials and projections for beginning of 2017.**

**Director Report to include:**

- **Danielle Laudon promotion**
- **Data Collection project update**
- **Jackrabbit update**
- **Interview for Restaurant Week**
- **Activity Report for month of December**

**ACTION ITEM: Approve SBIFF Sponsorship level**

- **\$50,000 is allocated in the approved 2017 budget**
- **Allocate \$25,000 to sponsorship**
- **Remaining budget to go towards furnishing room and SYV swag**

**ACTION ITEM: Move February board meeting to February 16th to avoid conflict with SBIFF**

**ACTION ITEM: Approve VisitCA Travel Outlook Forum sponsorship to expand on VisitSB's \$15,000 commitment**

- **\$5,000 recommended sponsorship**
- **Linda (President) would like to attend**

**ACTION ITEM: Set date and budget for General Managers Networking event for hotel owners/general managers, at Hotel Corque**

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

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

**Board comments**

**The next board meeting will be held February 16, 2016, 9:00 a.m., The Landsby.**