



Agenda – Visit the Santa Ynez Valley Board Meeting – February 16, 2017 9:00 a.m., The Landsby, Solvang

9:00 a.m. Call to order and reordering of agenda (if necessary), Linda Johansen, President

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

ACTION ITEM: Approval of the minutes of the January 12, 2017 board meeting

ACTION ITEM: Grant Request for consideration:

- **People Helping People, Polo Classic, March 19, 2017, requested amount: \$4,000, recommended amount: \$2,000**

Financial report – Bion Rice

- **Review of January 2017 financials and projections for 2017.**

Director Report to include:

- **SBIFF recap**
- **Outlook Forum plan**
- **Upcoming LA Travel & Adventure Show**
- **WOPN**
- **Santa Ynez Vacation Rental Proposal**
- **Hotelier Networking event update**
- **Activity Report for month of January**

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 March 9, 2016, 9:00 a.m., The Landsby.