



Agenda – Visit the Santa Ynez Valley Board Meeting – March 9, 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 February 16, 2017 board meeting

ACTION ITEM: Grant Requests for consideration:

- Solvang CVB, Taste of Solvang, March 17-19, 2017, requested amount: \$4,000, recommended amount: \$3,000
- Garagiste Inc., Garagiste Festival, March 13 – April 2, 2017, requested amount: \$4,000, recommended amount: \$3,000
- Solvang Festival Theater, Riders in the Sky Concert, May 5, 2017, requested amount: \$1,000, recommended amount: \$1,000

Financial report – Bion Rice

- Review of February 2017 financials and projections for 2017.

Director Report to include:

- LA Travel & Adventure Show Recap
- Visit California Outlook Forum Recap
- Brand vision statement
- Marketing Collateral
- Spirit of the Valley update
- March 14th hotelier reception
- Board elections
- TBID review
- Activity Report for month of February

ACTION ITEM: Fund reallocation

- Supplementing current marketing campaign with reserves

Website, DVA, Marketing Update – Danielle Laudon

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

Board comments

The next board meeting will be held April 13, 2017, 9:00 a.m., The Landsby.