



**Agenda – Visit the Santa Ynez Valley Board Meeting – April 13, 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: Ratify Andrew Economon as a board member representing Solvang**

**ACTION ITEM: Approval of the minutes of the March 9, 2017 board meeting**

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

- **Santa Barbara Vintners, Santa Barbara Vintners Spring Festival, April 20-23, 2017, requested amount: \$4,000, recommended amount: \$3,500**
- **Los Olivos Rotary Club Foundation, Los Olivos Jazz & Olive Festival, June 3, 2017, requested amount: \$2,500, recommended amount: \$2,500**
- **Rotary Club of the Santa Ynez Valley, Santa Ynez Valley Fireworks Show and Festival, July 4, 2017, requested amount: \$4,000, recommended amount: \$3,500**

**Financial report – Bion Rice**

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

**Director Report to include:**

- **Brand vision statement**
- **Marketing collateral**
- **Spirit of the Valley, Solvang recap; next workshop set for Tuesday, 4/25 at Sideways Inn, Buellton**
- **Hotelier reception recap**
- **Board elections in June**
- **2017 board retreat**
- **Annual Meeting, June 1<sup>st</sup>**
- **Spring Networking Reception**
- **Sweepstakes winner**
- **Gran Fondo Sponsorship**
- **SB Airport advertising opportunity**
- **Pivot – Professional sports/event marketing**
- **Activity Report for month of January**

**ACTION ITEM: Vote on no increase of TBID amount for remainder of current contract ending 2021**

**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 May 11, 2017, 9:00 a.m., The Landsby.**