



Agenda – Visit the Santa Ynez Valley Board Meeting – May 11, 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 April 13, 2017 board meeting

Financial report – Bion Rice

- **Review of April 2017 financials and projections for remainder of 2017.**

Director Report to include:

- **LA Bowl**
- **Vintners 5 Miler**
- **Budget Allocation**
- **May 16th Networking Reception**
- **June 1st Board Meeting**
- **Board Elections**
- **Spirit of the Valley Awards**
- **IPW**
- **Retreat**
- **DMA West CEO Summit**
- **Activity Report for month of April**

ACTION ITEM: Airport Advertising

- **Staff recommends purchasing a two year contract at \$300/month for 10 second spot in rotation on 82 inch LCD screen at brochure area in baggage claim; has visibility throughout the room.**

DVA Presentation – Mary Angelo

- **Mary Angelo of DVA Advertising and PR will provide an overview of DVA and VisitSYV's successes and forecast of remaining 2017 activities.**

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 June 1, 2017, 9:00 a.m., Hotel Corque.