



Agenda – Visit the Santa Ynez Valley Board Meeting – June 1, 2017 9:00 a.m., Hotel Corque, 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 May 11, 2017 board meeting

ACTION ITEM: Grant Request for consideration:

- **Solvang Festival Theater, Jazz & Beyond Series, July 9 & 23 and August 13 & 27, requested amount: \$1,500, recommended amount: \$1,500**

Financial report

- **May 2017 financials will be presented at July board meeting**

Board election results – Shelby Sim

- **Announcing new at-large board member for 2017-2019 term**
- **Officer elections will take place at the July board meeting**

Director Report to include:

- **TBID court ruling**
- **Airport advertising**
- **Recent national election effects on tourism**
- **May 16th Networking Reception recap**
- **IPW**
- **Retreat**
- **Annual meeting**
- **Allan Hancock scholarship presentations**
- **Activity Report for month of May**

IPW Update – Danielle Laudon

- **An overview of our current schedule of appointments and preparations for IPW. Review of May VisitSYV.com web trends, DVA Campaign, Marketing & SEO update will take place at July board meeting.**

Board comments

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