



Agenda – Visit the Santa Ynez Valley Board Meeting – July 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 Bryan Maroun as a board member representing member at-large

ACTION ITEM: Ratify Felipe Murcia as a board member representing unincorporated hotelier

ACTION ITEM: Approval of the minutes of the June 1, 2017 board meeting

ACTION ITEM: Grant Request for consideration:

- **Los Alamos Valley Men’s Club, Los Alamos Old Days, September 22-24, requested amount: \$4,000, recommended amount: \$3,000**

Financial report

- **May & June 2017 financials**

ACTION ITEM: Board Officer Elections

- **Nomination and ratification of 17-18 Board President**
- **Nomination and ratification of 17-18 Board Vice President**
- **Nomination and ratification of 17-18 Board Treasurer**
- **Nomination and ratification of 17-18 Board Secretary**

Director Report to include:

- **Annual meeting/Spirit of the Valley awards recap**
- **Retreat Recap**
- **Brown Act**
- **Buellton in Hollywood recap**
- **DMA West CEO Summit**
- **NYCWFF**
- **Activity Report for month of June**

ACTION ITEM: Approve additional monies for Sundance Next Fest SYV branding execution

Review and creation of ad-hoc committees as needed

Marketing & IPW Update – Danielle Laudon

- **A recap of IPW 2017 and the CalTravel Summit. Review of May and June VisitSYV.com web trends, DVA Campaign, Marketing & SEO**

Board comments

The next board meeting will be held August 10, 2017, 9:00 a.m., The Landsby.