



Agenda – Visit the Santa Ynez Valley Board Meeting – August 17, 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 Karla Azahar of SYV Marriott as a board member representing Buellton hotelier

ACTION ITEM: Board Officer Election

- **Nomination and ratification of 17-18 Board Treasurer**

ACTION ITEM: Approval of the minutes of the July 13, 2017 board meeting

ACTION ITEM: Grant Request for consideration:

- **Los Olivos Chamber, Los Olivos Day in the Country, October 21, requested amount: \$4,000, recommended amount: \$3,000**
- **Santa Barbara Vintners, Celebration of Harvest Weekend, September 29 – October 2, requested amount: \$4,000, recommended amount: \$2,000**

ACTION ITEM: Approve increasing payroll budget and related expenses for Member Services employee (Marisa)

Financial report – Shelby Sim

- **Review of July 2017 financials**

Director Report to include:

- **Sundance NextFest recap**
- **DMA West CEO Summit recap**
- **NYCWFF update**
- **VisitSYValley.com**
- **Economic Alliance wine forum recap**
- **PBS travel series opportunity**
- **Fall Networking Reception date**
- **New Board Retreat date**
- **Activity Report for month of July**

Marketing Update – Danielle Laudon

- **Review of July VisitSYV.com web trends, DVA Campaign, Marketing & SEO**

Board comments

The next board meeting will be held September 14, 2017, 9:00 a.m., The Landsby.