



Agenda – Visit the Santa Ynez Valley Board Meeting – September 14, 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 August 17, 2017 board meeting

ACTION ITEM: Approval of new October board meeting date, Thursday, October 19, 2017

Financial report –Bryan Maroun

- **Review of August 2017 financials**

Director Report to include:

- **SYV ADR**
- **Data Collection update**
- **NYCWFF update**
- **PBS travel series opportunity update**
- **Spirit of the Valley date: September 26, 2017**
- **Board Retreat date: October 4, 2017**
- **Networking Reception date: October 25, 2017**
- **SB County tourism leaders meeting**
- **Activity Report for month of August**

ACTION ITEM: Reallocate \$20,000 from “digital assets” to “travel” in 2017 budget – Shelby Sim

Marketing Update – Danielle Laudon

- **Review of August VisitSYV.com web trends, DVA Campaign, Marketing & SEO, and 2018 Publication Update**

Board comments

The next tentative board meeting will be held October 19, 2017, 9:00 a.m., The Landsby.