



Agenda – Visit the Santa Ynez Valley Board Meeting – October 19, 2017 9:00 a.m., The Landsby, Solvang

9:00 a.m. Call to order and reordering of agenda (if necessary), Barry Prescott, Vice President

Public comment on non-agenda items – limited to three minutes

ACTION ITEM: Approval of the minutes of the September 14, 2017 board meeting

ACTION ITEM: Ratify Budi Kazali of The Ballard Inn as a board member representing unincorporated hotelier

ACTION ITEM: Ratify Luca Crestanelli of SY Kitchen as a board member representing at-large member

ACTION ITEM: Board Officer Election

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

ACTION ITEM: Grant Request for consideration:

- **Los Olivos Chamber, Olde Fashioned Christmas, December 2, 2017, requested amount: \$3,000, recommended amount: \$3,000**
- **Solvang Conference & Visitors Bureau, Julefest, December 1-2, 9-10, 16, 2017 & Jan 5, 2018, requested amount: \$4,000, recommended amount: \$4,000**

Financial report –Bryan Maroun

- **Review of September 2017 financials**

Director Report to include:

- **Spirit of the Valley September 26th Recap**
- **NYCWFF & Media Visit Report**
- **Board Retreat Recap**
- **Data Collection update**
- **PBS travel series opportunity update**
- **Reminder: Networking Reception, October 25, 2017**
- **Activity Report for month of September**

Marketing Update – Danielle Laudon

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

Board comments

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