



Agenda – Visit the Santa Ynez Valley Board Meeting – November 9, 2017 8:00 a.m., The Landsby, Solvang

8:00 a.m. The board will begin a closed session meeting to review an Executive Director contract

9:00 a.m. Open the meeting to the public, 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 October 19, 2017 board meeting

Financial report – Shelby Sim

- **Review of October 2017 financials**

Director Report to include:

- **Networking Reception Recap, October 25, 2017**
- **Sonoma Wine Tourism Conference Recap**
- **Spirit of the Valley, Tuesday, November 14, Refugio Ranch**
 - **Spirit 2.0?**
- **Pioneers of Santa Barbara County Wine, November 11, Vets Hall**
- **Gran Fondo, November 11, Santa Ynez**
- **SBC Vintners Assoc. board meeting, November 15th, 10am**
 - **Located at Presqu'ile, Shelby will be speaking**
- **Activity Report for month of October**

ACTION ITEM: Web Hosting Contract Renewal – Shelby Sim

- **FirstStreet Creative, 2 year contract, reduced price, saving \$12,000; 30 hours monthly, unused hours will be rolled over.**

ACTION ITEM: 2018 Visit Santa Barbara Destination Guide

- **Same investment as prior year, \$12,000 for 4 full color pages; scheduled to be paid in 2018**

ACTION ITEM: 2018 Santa Barbara Film Commission support

- **Annual support of the film commission to bring film and television production to the Santa Ynez Valley; annual cost is \$10,000; scheduled to be paid in 2018**

ACTION ITEM: Jackrabbit Reservation Systems renewal

- **Annual renewal of Jackrabbit lease reservation systems; scheduled to be paid in 2018**

Marketing Update – Danielle Laudon

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

Board comments

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