



**Agenda – Visit the Santa Ynez Valley Board Meeting – January 11, 2018 8:00 a.m., The Landsby, Solvang
9:00 a.m. Call to order and reordering of agenda (if necessary), Linda Johansen, Chairman**

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

ACTION ITEM: Approval of the minutes of the December 14 board meeting

ACTION ITEM: Grant Request for consideration:

- **Garagiste Events, Inc., Garagiste Festival, February 9-11, 2018, requested amount: \$4,000, recommended amount: \$3,000**
- **Buellton Visitors Bureau, Wine & Chili Fest, Sunday, March 18, 2018, requested amount: \$3,500, recommended amount: \$3,500 (includes glass sponsorship)**
- **Nature Track, Nature Track Film Festival, March 23 – 25, 2018, requested amount: \$3,500, recommended amount: \$3,500**

Financial report – Bryan Maroun

- **Review of December 2017 financials**

Director Report to include:

- **SEO Update**
- **Treat Yourself Festival**
 - **Santa Monica, March 17th Millennial-focused event**
- **Thomas Fire Update**
- **CHLA Seminar Recap**
- **Certified Folders**
 - **SB Airport, Pismo Beach Visitors Center**
- **Restaurant Week Update**
- **February VisitSYV Schedule**
 - **SBIFF (Jan 31 – Feb 10)**
 - **VisitCA Outlook Forum (Feb 14-16)**
 - **Bay Area Travel & Adventure (Feb 16-18)**
 - **LA Travel & Adventure (Feb 23-25)**
- **Activity Report for month of December**

ACTION ITEM: Create ad-hoc committees for concierge program and wine industry relations

Marketing Update – Danielle Laudon

- **Review of December VisitSYV.com web trends, DVA Campaign, Restaurant Week Update**

Board comments

The next board meeting will be held February 8, 2018, 9:00 a.m., The Landsby.