



**Agenda – Visit the Santa Ynez Valley Board Meeting – February 8, 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 January 11, 2018 board meeting**

**ACTION ITEM: Grant Request for consideration:**

- **Solvang Conference & Visitors Bureau, 2018 Taste of Solvang, March 14 - 18, 2018, requested amount: \$4,000, recommended amount: \$3,500**

**Financial report – Bryan Maroun**

- **Review of January 2018 financials**

**President/CEO Report to include:**

- **Visit Santa Barbara Disaster Recovery Meeting recap**
- **Visit California Disaster Recovery Meeting recap**
- **Spirit of the Valley 1.0, March 20<sup>th</sup>**
- **SBIFF Update**
- **The Bachelorette filming opportunity**
- **Taste of the Valley**
  - **Conceptual event in the works for Fall 2018**
- **Ad-hoc committees**
  - **Committee leads to report on recent activity**
- **Activity Report for month of January**

**ACTION ITEM: Touring & Tasting ad purchase**

- **Touring & Tasting ad purchase was approved in the amount of \$8k by email. Public vote for the record.**

**Marketing Update – Danielle Laudon Ruse**

- **Review of January VisitSYV.com web trends, DVA Campaign, Marketing & SEO, and 2018 Restaurant Week update**

**Board comments**

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