



Agenda – Visit the Santa Ynez Valley Board Meeting – December 14, 2017 8:00 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 November 9, 2017 board meeting

Financial report – Bryan Maroun

- Review of November 2017 financials

Director Report to include:

- Spirit of the Valley Recap, Tuesday, November 14, Refugio Ranch
- Pioneers of Santa Barbara County Recap, November 11, Vets Hall
- Gran Fondo Recap, November 11, Santa Ynez
- SBC Vintners Assoc. Update
 - Introduce SBC Vintners' new CEO, Alison Laslett
- Film Production in the SYV
- NYCWFF Update
- Restaurant Week Update
- Committee Update
- 2018 Destination Guide Launch recap
- SYV Commercial showing on KEYT / KSBY Thanksgiving through Christmas
- Activity Report for month of November

ACTION ITEM: Approval of 2018 Budget

ACTION ITEM: Approval of DVA Advertising and PR Agency renewal

- \$200K, includes print and digital advertising, PR, creative, production, mechanicals, execution, reporting, and ongoing account management.

ACTION ITEM: 2018 Santa Barbara International Film Festival

- \$20K Sponsorship, includes naming rights of the VisitSYV Lounge for the length of the festival, brand build out of the VisitSYV Lounge, hosting VIP happy hours, educational forums with producers, writers, and actors, and after parties, logo on screen before every film in front of 90k attendees.

ACTION ITEM: Vote to approve adding a full-time staff member

- Replacing part-time position; duties to include member services, web management, social media execution

Marketing Update

- The next marketing update will be provided at the January 11th board meeting.

Board comments

The next board meeting will be held January 11, 2018, 9:00 a.m., The Landsby.