



Agenda – Visit the Santa Ynez Valley Board Meeting – March 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

Room Introductions – Linda Johansen

ACTION ITEM: Approval of the minutes of the February 8, 2018 board meeting

ACTION ITEM: Grant Requests for consideration:

- **Solvang Festival Theater, Brandy Clark concert, Wednesday, May 2, 2018, requested amount: \$3,000, recommended amount: \$3,000**
- **SYV Rotary, 4th of July Fireworks Celebration, Wednesday, July 4, 2018, requested amount: \$5,000, recommended amount: \$3,000**

Financial report – Bryan Maroun

- **Review of February 2018 financials**

President/CEO Report to include:

- **SBIFF Recap**
- **VisitCA Outlook Forum Recap**
- **May Board Elections**
 - **Andrew – Solvang Hotelier**
 - **Sherrie – Solvang Hotelier**
 - **Karla – Buellton Hotelier**
 - **Luca – At large Member**
 - **Budi – Unincorporated Hotelier**
- **Spirit 1.0 Reschedule**
- **State Wine Committee Hearing, April 6th**
- **Annual Meeting**
- **Taste of the Valley**
- **Activity Report for month of February**

Marketing Update – Danielle Laudon Ruse

- **Review of February VisitSYV.com web trends, DVA Campaign, Marketing & SEO, and Travel & Adventure Shows recap**

Board comments

The next board meeting will be held April 12, 2018, 9:00 a.m., The Landsby.