Agenda – Visit the Santa Ynez Valley Board Meeting – April 12, 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: Ratify Jamie Farlow of Fess Parker Wine Country Inn as a board member representing unincorporated hotelier

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

ACTION ITEM: Grant Requests for consideration:
- Los Olivos Rotary, Jazz & Olive Fest, Saturday, June 9, 2018, requested amount: $2,500, recommended amount: $2,000
- People Helping People, Polo Classic, Saturday, June 23, 2018, requested amount: $4,000, recommended amount: $2,000
- Solvang Festival Theater, Jazz Series (4 concerts, all Sundays), June 10, July 15, August 12, September 9, 2018, requested amount: $2,000, recommended amount: $2,000
- Danish Days Foundation, Danish Days, Friday, September 14 – Sunday, September 16, 2018 requested amount: $4,000 - $5,000, recommended amount, $3,500

Financial report – Shelby Sim
- Review of March 2018 financials

ACTION ITEM: Santa Barbara County Wine Coffee Table book sponsorship
- Photographer George Rose is proposing a book sponsorship of $5,000 which would provide VisitSYV with 100 copies and use of photography in book.

President/CEO Report to include:
- Wine Tourism Hearing Recap
- 2017 Annual Report Submitted
- LA Magazine Ad purchase
- Lagerville Sponsorship
- Activity Report for month of March

ACTION ITEM: Santa Barbara Courthouse Foundation
- President invited to join Courthouse Board of Trustees, $500 annual dues

ACTION ITEM: Lure Films Video Production
- $10,000 video development proposal: b-roll, 30 second commercial, 4 x15 second spots, photography

ACTION ITEM: Form Grant Matrix Committee

Marketing Update – Danielle Laudon Ruse
- Review of March VisitSYV.com web trends, DVA Campaign, Marketing & SEO, and DMA West Tech Summit

Board comments