



**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**