Agenda – Visit the Santa Ynez Valley Board Meeting – May 10, 2018 9:00 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 April 12, 2018 board meeting

Financial report – Bryan Maroun
  - Review of April 2018 financials

ACTION ITEM: Santa Barbara County Wine Coffee Table book sponsorship – Shelby Sim
  - Revised proposal: 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:
  - Spring Networking Reception, Tuesday, May 15th, 5-7pm
    - Mendenhall Museum in Buellton
  - Spirit of the Valley Nominees
  - June Board meeting on June 12th at 9am before annual meeting
    - Hotel Corque
  - Annual meeting, Tuesday, June 12th, 1030am-1230pm, $20
    - Hotel Corque
  - Cal Travel, San Diego, May 29th – 31st
  - Activity Report for month of April

ACTION ITEM: Purchase Utrip for VisitSYV.com
  - Purchase 1-year agreement for travel platform on VisitSYV.com
    - Platform improves SEO, increases content, and increases time spent on site
    - Adds up to 200 points of interest to VisitSYV.com
    - Launches in 4-8 weeks
    - $900/month and $2,000 set up fee if paid in advance ($2,200 discount) = $12,800 investment

Marketing Update – Danielle Laudon Ruse
  - Review of April VisitSYV.com web trends, DVA Campaign, Marketing & SEO, and IPW 2018 update

Board comments

The next board meeting will be held June 12, 2018, 9:00 a.m., Hotel Corque.