



**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.**