



Agenda – Visit the Santa Ynez Valley Board Meeting – June 12, 2018 9:00 a.m., Hotel Corque, 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 May 10, 2018 board meeting

Financial report – Bryan Maroun

- **Review of May 2018 financials**

President/CEO Report to include:

- **2018 Election results**
- **Spring Networking Reception Recap, Tuesday, May 15th, 5-7pm**
- **Annual meeting, today, June 12th, 1030-1230pm**
- **Taste of the Valley update**
- **Data Collection Project update**
- **Education/Concierge Committee Update**
- **AMGEN update**
- **Activity Report for month of May**

VisitSYV Scholarship Program – Chairman Linda Johansen

- **Recommendation: Replace current Allan Hancock scholarship with an SYVUHS scholarship curated by the Education/Concierge committee**

Marketing Update – Danielle Laudon Ruse

- **Review of May VisitSYV.com web trends, DVA Campaign, Marketing & SEO, and IPW 2018 update**

Board comments

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