



Agenda – Visit the Santa Ynez Valley Board Meeting – July 12, 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: Ratify Jonathan Rosenson as a board member representing Solvang hotelier

ACTION ITEM: Board Officer Elections

- **Nomination and ratification of 18-19 Board Chairman**
- **Nomination and ratification of 18-19 Board Vice Chairman**
- **Nomination and ratification of 18-19 Board Treasurer**
- **Nomination and ratification of 18-19 Board Secretary**

ACTION ITEM: Approval of the minutes of the June 12, 2018 board meeting

Financial report – Bryan Maroun

- **Review of June 2018 financials**

President/CEO Report to include:

- **Annual meeting recap, June 12th, 10:30am-12:30pm**
 - **Most feedback very positive, under budget, brought in \$913**
- **Propose dates for photo of current Board of Directors and new officers**
 - **Chairman Linda Johansen would like article placed in local papers with photo of the board**
- **Santa Barbara Vintners annual meeting recap**
- **TBID Update**
- **2 VisitSYV videos produced, 2:30 and :30 edit**
- **Solvang Grape Stomp**
 - **VisitSYV will be Title Sponsor, \$4,000**
- **DMA West CEO Summit, 7/31-8/2 in Walla Walla**
- **Vintners 5 Miler, 7/28 at Sanford Winery**
 - **VisitSYV is a \$1,500 sponsor and will have a team**
- **Committee Updates**
- **IPW 2019, June 1-5, 2019, Anaheim**
 - **Double shared booth, DMO partners secured, hotelier partner opportunity**
- **Activity Report for month of June**

ACTION ITEM: Form 2019 Publication Committee

ACTION ITEM: International media opportunity – Jamie Farlow

- **Proposed \$5,000 transportation sponsorship for top tier journalist-influencers to experience SYV**



ACTION ITEM: IMEX, October 16-18, Las Vegas, Nevada – Sherrie FitzGerald

- The group business committee recommends VisitSYV participate in IMEX 2018

Marketing Update – Danielle Laudon Ruse

- Review of June VisitSYV.com web trends, DVA Campaign, Marketing & SEO update

Board comments

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