



Agenda – Visit the Santa Ynez Valley Board Meeting – August 9, 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 July 12, 2018 board meeting

ACTION ITEM: Grant Requests for consideration:

- **Los Alamos Valley Men’s Club, Los Alamos Old Days, September 28-30, 2018, requested amount: \$4,000, recommended amount: \$3,000**
- **Solvang Festival Theater, Mat Kearney Concert, Wednesday, October 10, 2018, requested amount: \$2,500, recommended amount: \$2,500**
- **Los Olivos Chamber of Commerce, Day in the Country, Saturday, October 20, 2018, requested amount: \$4,000, recommended amount: \$3,000**

Financial report – Bryan Maroun

- **Review of July 2018 financials**

President/CEO Report to include:

- **Proposed dates for photo of current Board of Directors and new officers**
- **Annual meeting survey results**
- **DMA West CEO Summit Recap, 7/31-8/2 in Walla Walla**
- **Vintners 5 Miler Recap, 7/28**
- **Committee Updates**
- **Activity Report for month of July**

ACTION ITEM: Select date for board retreat – Linda Johansen

- **Linda proposes the board select a midweek 5:00 – 8:30pm date in mid-September or early-October**

ACTION ITEM: Visit Santa Barbara LA activation co-op

- **VisitSB is seeking a \$10,000 partnership for LA activation in October 2018**
- **The cost would be shared as follows: \$5,000 from VisitSYV, \$2,500 from Solvang Conference & Visitors Bureau, \$2,500 from Buellton Visitors Bureau**

ACTION ITEM: Contribute to Santa Barbara Vintners’ BID feasibility study

- **The ask is for \$2,500 towards the \$20,000 total; Visit Santa Barbara, Solvang Conference & Visitors Bureau, and Visit Santa Maria have all committed to funds.**

Marketing Update – Danielle Laudon Ruse

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

Personnel Survey – Linda Johansen

Board comments

The next board meeting will be held September 13, 2018, 9:00 a.m., The Landsby.