



Agenda – Visit the Santa Ynez Valley Board Meeting – September 20, 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 August 9, 2018 board meeting

Financial report – Bryan Maroun

- **Review of August 2018 financials**

President/CEO Report to include:

- **Emmy's Gifting Suite Recap**
- **Fall networking reception**
 - **October 2nd, 5-7pm at Flag is Up Farms**
- **October 13 - 14**
 - **Grape Stomp**
 - **Somm3**
- **IMEX, October 16 – 18th**
 - **Group Travel**
- **LA Activation**
 - **VisitSB update**
 - **November 1-3**
- **2019 Destination Guide Update**
- **Spirit 2.0 Update**
- **Activity Report for month of August**

Marketing Update – Danielle Laudon Ruse

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

Pedestrian area on Copenhagen and crowd congestion – Linda Johansen

Personnel Survey – Linda Johansen

Board comments

The next board meeting will be held October 11, 2018, 9:00 a.m., location to be announced.