



Agenda – Visit the Santa Ynez Valley Board Meeting – October 11, 2018 9:00 a.m., Chumash Casino, Santa Ynez

9:00 a.m. Call to order and reordering of agenda (if necessary), Shelby Sim, President/CEO

Public comment on non-agenda items – limited to three minutes

Room Introductions – Shelby Sim

ACTION ITEM: Approval of the minutes of the September 20, 2018 board meeting

ACTION ITEM: Grant Requests for consideration:

- **Los Olivos Chamber, Olde Fashioned Christmas, Saturday, December 1st, requested amount: \$3,500, recommended amount: \$3,250**
- **Solvang Conference & Visitors Bureau, Julefest, December 1st – January 6th, requested amount: \$4,000, recommended amount: \$3,750**

Financial report – Bryan Maroun

- **Review of September 2018 financials**

President/CEO Report to include:

- **Fall networking reception recap, October 2nd, Flag is Up Farms**
- **IMEX, October 16 – 18th**
- **LA Activation update, November 1-3rd**
- **Board Retreat, November 5th**
- **2019 Destination Guide Update**
- **Spirit 2.0 Update**
- **Activity Report for month of September**

ACTION ITEM: Lure Commercial

- **Second commercial with a focus on diversity and overnight stays, \$10,000**

ACTION ITEM: Visit Santa Barbara Annual Visitor magazine

- **\$12,000 for four page spread (same as last year)**

ACTION ITEM: Approve VisitSYV fronting the cost of IPW 2019 Registration

- **VisitSYV to pay up to \$23,000 for IPW 2019 10x20 booth registration, \$18,000 to be reimbursed from the following partners:**
 - **Solvang CVB, Buellton Visitors, SYV Marriott, Hotel Corque, Alisal Guest Ranch**

ACTION ITEM: Determine time for closed session for Executive Review at November 8th board meeting – Shelby Sim

Marketing Update – Danielle Laudon Ruse

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

Board comments

The next board meeting will be held November 8, 2018, 9:00 a.m., Chumash Casino.