



Agenda – Visit the Santa Ynez Valley Board Meeting – December 13, 2018 9:00 a.m., Chumash Casino, Santa Ynez

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 November 8, 2018 board meeting

ACTION ITEM: Ratify 30 second commercial buy in Los Angeles and Bay Area – Shelby Sim

Chairman to report on closed session regarding executive review – Linda Johansen

Financial report – Bryan Maroun

- **Review of November 2018 financials**

ACTION ITEM: Approve 2019 Budget – Bryan Maroun

President/CEO Report to include:

- **Recap of Destination Guide Launch/Winter Reception**
 - **December 11th, Skyview**
- **Update on short-term vacation rental ordinance**
- **Recap of California Wine School**
- **Activity Report for month of November**

Presentation on Wine Video Series – Bion Rice

ACTION ITEM: Utrip for VisitSYV.com

- **1-year agreement for travel platform on VisitSYV.com, with clause to maintain pricing in year 2**
- **Improves SEO, increases content, and increases time spent on site**
- **Adds up to 300 points of interest to VisitSYV.com**

ACTION ITEM: Oniracom Presentation

- **Report on Actionable Intelligence Survey**
- **Review proposed 2019 Brand Strategy**

Marketing Update – Danielle Laudon Ruse

- **Review of November VisitSYV.com web trends, DVA Campaign, Marketing update**

Board comments

The next board meeting will be held January 10, 2018, 9:00 a.m., Chumash Casino.