



Agenda – Visit the Santa Ynez Valley Board Meeting – January 10, 2019 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 December 13, 2018 board meeting

ACTION ITEM: Grant Requests for consideration:

- **Garagiste Events Inc, Garagiste Festival, February 8 - 10, 2019, requested amount: \$4,000, recommended amount: \$3,250**
- **Solvang Conference & Visitors Bureau, Taste of Solvang, March 15 - 17, 2019, requested amount: \$4,000, recommended amount: \$3,750**
- **Buellton Visitors Bureau, Buellton Wine & Chili Fest, March 17, 2019, requested amount: \$4,000, recommended amount: \$3,750**

Financial report – Bryan Maroun

- **Review of December 2018 financials**

President/CEO Report to include:

- **Utrip Update**
- **Oniracom Update**
- **Restaurant Weeks Update**
- **Update on unincorporated board member**
- **Visit California Outlook Forum**
- **Opportunity to place additional guides in Santa Barbara**
 - **\$70/month additional**
- **Thorton Tomasetti Event in downtown Los Angeles**
 - **Wednesday, January 30th**
- **Activity Report for month of December**

ACTION ITEM: Wine Video Series

- **Marketing Committee recommends becoming title sponsor of 2 Glasses In Wine Series**

Marketing Update – Danielle Laudon Ruse

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

Board comments

The next board meeting will be held February 14, 2019, 9:00 a.m., Chumash Casino.