



Agenda – Visit the Santa Ynez Valley Board Meeting – February 14, 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: Ratify Nedra Johnson as a board member representing unincorporated hotelier

ACTION ITEM: Approval of the minutes of the January 10, 2019 board meeting

ACTION ITEM: Grant Requests for consideration:

- Solvang Festival Theater, Scotty McCreery Concert, Saturday, April 27, 2019, requested amount: \$2,500, recommended amount: \$2,500

Financial report – Bryan Maroun

- Review of January 2019 financials

President/CEO Report to include:

- Chroma installation recap commercial
- VisitCA Outlook forum recap
 - February 11 – 14th, Shelby and Danielle in attendance
- Cycling in the SYV update
- DTLA Thorton Tomasetti wine event recap
 - Wednesday, January 30th
- SBIFF ad
 - \$2,500 onscreen ad
 - placement before 400 film screenings
- NatureTrack Film Festival
 - \$5,000 sponsorship
 - Presenting Partner Benefits: • Four sponsor passes + 15 tickets; 4 invitations to Spotlight dinner and opening/closing receptions • Full page ad in NTFF program; logo on NTFF program thank you page • Logo on: ads, posters, included on NTFF Partner screen wash, and headquarter thank you banner • Info on NTFF website pages with link and on all e-blasts • Mention in all press releases; social media acknowledgment
- Spartan Race, October 26-27
 - 10k participants
 - \$25k (VSB \$25k) = \$50k total
 - Turnkey event, Solvang and Buellton CVBs as well as area chambers would be invited to hold auxiliary events. Do we have occupancy that weekend? It would be an annual event and investment.
 - Community Impact

- Restaurant Week Recap
- Upcoming Consumer Tradeshows
 - Denver Travel & Adventure Show, February 23-24, 2019
 - Dallas Travel & Adventure Show, March 30-31, 2019
- Education Update
 - Spirit 2.0
 - Wine School
- 2018 Report
 - Will be submitted next week; preparing PowerPoint for 10-minute presentation in front of Solvang and Buellton City Council's as well as County Board of Supervisors. Dates are TBD. The board is invited to attend.
- New commercial, long form and short form
- Activity Report for month of January

ACTION ITEM: Expense Policy

- Approve expense policy recommended by Chairman, Vice Chairman and Treasurer

ACTION ITEM: Wine Video Series

- Marketing Committee recommends \$5,000 sponsorship of 2 Glasses In Wine Series

Marketing Update – Danielle Laudon Ruse

- Review of January VisitSYV.com web trends, DVA and Oniracom PR and Marketing Efforts, and Restaurant Week 2019

Board comments

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