



Agenda – Visit the Santa Ynez Valley Board Meeting – March 14, 2019 9:00 a.m., Chumash Casino, Santa Ynez

9:00 a.m. Call to order and reordering of agenda (if necessary), Andrew Economon, Vice Chairman
Public comment on non-agenda items – limited to three minutes
Room Introductions – Andrew Economon

ACTION ITEM: Approval of the minutes of the February 14, 2019 board meeting

ACTION ITEM: Grant Requests for consideration:

- Santa Ynez Valley Rotary Club, 4th of July Festival & Fireworks, Thursday, July 4, 2019, requested amount: \$4,000, recommended amount: \$3,500

Financial report – Bryan Maroun

- Review of February 2019 financials

President/CEO Report to include:

- Spartan race - not this year
- Oniracom Update
- Actionable Intelligence Report
- Taste of the SYV Update
- Wine Region Update
- Upcoming Consumer Tradeshows
 - Dallas Travel & Adventure Show, March 30-31, 2019
- Date for Spring Reception
 - April 16th
- Activity Report for month of February

ACTION ITEM: Extend Griffin Publishing Destination Guide contract by one year

- Phil's contract expires in 2020. We would like to extend the existing contract by one year (2021) to get through the renewal of our TBID contract. He will then propose a new contract starting in 2022.

Marketing Update – Danielle Laudon Ruse

- Review of February VisitSYV.com web trends, DVA and Oniracom PR and Marketing Efforts, Utrip update, and Travel & Adventure Series Update

Board comments

The next board meeting will be held April 11, 2019, 9:00 a.m., Chumash Casino.