



Agenda – Visit the Santa Ynez Valley Board Meeting – April 11, 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 John Richardson as a board member representing unincorporated hotelier

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

ACTION ITEM: Grant Requests for consideration:

- Los Olivos Rotary Foundation, Los Olivos Jazz & Olive Festival, Saturday, June 8, 2019, requested amount: \$2,500, recommended amount: \$2,000
- Santa Ynez Valley People Helping People, Polo Classic, Saturday, June 29, 2019, requested amount: \$4,000, recommended amount: \$2,750

Financial report – Bryan Maroun

- Review of March 2019 financials

President/CEO Report to include:

- Actionable Intelligence Report
- Taste of the SYV Update
- Dallas Travel & Adventure Show Recap, March 30-31, 2019
- WineRam Film Production
- Board Elections
 - Request for nominations to be sent April 22nd
 - Election by email vote scheduled for May 20 – May 28th, results announced at June board meeting
 - 4 open positions (Solvang hotelier, Buellton hotelier, Unincorporated hotelier, At-large member)
- Date for Spring Reception
 - April 30th at Grassini Vineyards in Happy Canyon, 5:30-7:30pm
- Effervescence LA (Beverly Hills) 2019 May 3-5
 - May 5th brunch
 - Taking Melville and Fess Parker
- Annual Meeting/Spirit of the Valley
 - Tentative, Thursday, June 13th, 10:30am-12:30pm
- Activity Report for month of March

Marketing Update – Danielle Laudon Ruse

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

Board comments

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