



**Agenda – Visit the Santa Ynez Valley Board Meeting – May 9, 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 Will Henry as a board member representing at-large**

**ACTION ITEM: Approval of the minutes of the April 11, 2019 board meeting**

**ACTION ITEM: Grant Requests for consideration:**

- Solvang Festival Theater, Jazz Series, June 16, July 21, August 18, September 8, 2019, requested amount: \$1,500, recommended amount: \$1,500
- Danish Days Foundation, Danish Days, September 20 -22, 2019, requested amount: \$4,000, recommended amount: \$4,000
- Carmichael Training Systems (CTS), Gran Fondo, November 9, 2019, requested amount: \$4,000, recommended amount: \$3,750

**Financial report – Bryan Maroun**

- Review of April 2019 financials

**President/CEO Report to include:**

- Taste of the SYV update
- Board elections
- Spring Reception recap
- Effervescence LA (Beverly Hills) recap
- Visit California Presentation
  - May 23, 2019, Sacramento
- IPW
  - June 1 – 7, 2019, Anaheim
- Annual Meeting update
- Spirit of the Valley update
- Activity Report for month of April

**Presentation/Possible ACTION ITEM: WineRam Film Production**

- Feature documentary film proposal to showcase the Santa Ynez Valley

**Marketing Update – Danielle Laudon Ruse**

- Review of April VisitSYV.com web trends, DVA PR and Marketing Efforts, Utrip update

**Old Business & New Business**

**Board comments**

The next board meeting will be held June 13, 2019, 9:00 a.m., Hotel Corque, Solvang.