



**Agenda – Visit the Santa Ynez Valley Board Meeting – July 11, 2019 9:00 a.m., Chumash Casino, Santa Ynez**

9:00 a.m. Call to order and reordering of agenda (if necessary), Shelby Sim, President & CEO

Public comment on non-agenda items – limited to three minutes

Room Introductions – Shelby Sim

**ACTION ITEM: Ratify Louise Smith as a board member representing at-large**

**ACTION ITEM: Approval of the minutes of the June 13, 2019 board meeting**

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

- Los Alamos Valley Men’s Club, Los Alamos Old Days, September 27-29, 2019, requested amount: \$4,000, recommended amount: \$3,000
- Los Olivos Chamber & Business Organization, Los Olivos Day in the Country, October 19, 2019, requested amount: \$4,000, recommended amount: \$3,250
- Solvang Festival Theater, Clint Black concert, October 3, 2019, requested amount: \$2,500, recommended amount: \$2,500

**President/CEO Report to include:**

- Taste of the SYV update
- Annual Meeting recap
- WOPN sponsorship
  - Symposium to be held at Alisal Guest Ranch & Resort
  - 3 days, midweek, March 2020, \$1,000
- Report on county planning ag tourism meeting
- Activity Report for month of June

**Financial report – John Richardson**

- Review of June 2019 financials

**Marketing Update – Danielle Laudon Ruse**

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

**Old Business & New Business**

**Board comments**

The next board meeting will be held August 8, 2019, 9:00 a.m., Chumash Casino, Santa Ynez.