



**Agenda – Visit the Santa Ynez Valley Board Meeting – August 8, 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: Board Officer Elections**

- Nomination and ratification of 19-20 Board Chairman
- Nomination and ratification of 19-20 Board Vice Chairman
- Nomination and ratification of 19-20 Board Treasurer
- Nomination and ratification of 19-20 Board Secretary

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

**Financial report – John Richardson**

- Review of July 2019 financials

**President/CEO Report to include:**

- Solvang tourism update
  - Guide fulfillment
- Taste of the SYV update
- Discover SYV television series pilot update
  - Filming September 5<sup>th</sup>
- Destinations International recap
  - July 23 – 25, St. Louis, Missouri
- DMA West CEO Summit recap
  - July 29 – 31, Pismo Beach
- 1<sup>st</sup> and 2<sup>nd</sup> Quarter 2019 reports submitted
- Cold wine storage acquired
  - Trade member wine
- New Facilities Venue Guide
- Danish Days occupancy query
- Activity Report for month of July

**ACTION ITEM: TasteSYV Budget approval**

- Investment to be recouped through ticket sales

**Marketing Update – Danielle Laudon Ruse**

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

**Old Business & New Business**

**Board comments**

The next board meeting will be held September 12, 2019, 9:00 a.m., Chumash Casino, Santa Ynez.