



Agenda – Visit the Santa Ynez Valley Board Meeting – September 12, 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: Approval of the minutes of the August 8, 2019 board meeting

Financial report – John Richardson

- Review of July & August 2019 financials

President/CEO Report to include:

- Discover SYV television series pilot update
- Solvang Stomp update
- Taste of the SYV update
- Solvang tourism update
- Determine date for Fall Retreat
- Publication Committee
 - Linda Johansen, Sherrie FitzGerald, Budi Kazali
- WE Subscription approved through email vote
- Spirit 2.0 Spring 2020
- Activity Report for month of August

Marketing Update – Danielle Laudon Ruse

- Review of August VisitSYV.com web trends, DVA PR and Marketing Efforts and ESTO conference update

Old Business & New Business

Board comments

The next board meeting will be held October 10, 2019, 9:00 a.m., Chumash Casino, Santa Ynez.