



Agenda – Visit the Santa Ynez Valley Board Meeting – October 10, 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 September 12, 2019 board meeting

Financial report – John Richardson

- Review of July & August 2019 financials

President/CEO Report to include:

- Solvang Stomp update
- TasteSYV update
- VisitSYV Board Retreat update
 - Tuesday, November 19th, 11am – 2pm, Los Alamos
- 2020 Destination Guide Update
 - Committee met on 10/4
 - Guide Launch scheduled for Wed, 12/11, 5 – 7pm at Solvang Festival Theater
- Activity Report for month of September

ACTION ITEM: Approval of COX Media broadcast buy for Discover the Santa Ynez Valley television series

- VisitSYV to cover cost of airtime with COX media in the amount of \$5,200 for 13 episode, 26 week run
- To be broadcast in San Diego County, Orange County and Desert Cities (including Palm Springs)

ACTION ITEM: Approval of \$7k ad buy in Visit Santa Barbara 2020 Destination Guide

- Ad buy reflects 3 pages vs. 4 pages and a reduction from annual \$12k purchase

ACTION ITEM: Approval of IPW 2020 VisitSYV branded presence

- Approve double booth, co-op partners pending approval

Marketing Update – Danielle Laudon Ruse

- Review of September VisitSYV.com web trends, DVA PR and Marketing Efforts and TasteSYV marketing campaign

Old Business & New Business

Board comments

The next board meeting will be held November 14, 2019, 9:00 a.m., Chumash Casino, Santa Ynez.