



Agenda – Visit the Santa Ynez Valley Board Meeting – November 14, 2019 9:00 a.m., Willows at 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 October 10, 2019 board meeting

ACTION ITEM: Grant Requests for consideration:

- Los Olivos Chamber & Business Organization, Los Olivos Olde Fashioned Christmas, December 7, 2019, requested amount: \$3,500, recommended amount: \$3,250

Financial report – John Richardson

- Review of current financials

President/CEO Report to include:

- Discover SYV television series update
 - 90% full for 12 remaining episodes, filming December – March
 - February 2nd air date, Sunday, 2:30pm timeslot
- Solvang Stomp review
 - Successful event, City officials are appreciative of VisitSYV efforts
 - Presenting a check for \$42,058.17 to City of Solvang on 11/25
- Staff update
- Santa Ynez Chamber requested and received \$500 for Halloween Celebration and \$500 for Tree Lighting
- Visit California Outlook Forum
 - February 9 – 12, 2020
- Denver Travel & Adventure Show
 - February 21 – 24, 2020
- Dallas Travel & Adventure Show
 - March 27 – 30, 2020
- Attending National Conferences: Destinations International & ESTO
 - Replacing DMA West Conferences
- Budget Committee Formation
- Retreat Agenda
 - Tuesday, November 19 at PICO, 11am – 2pm
- TasteSYV report
 - TasteSYV 2020 Dates
- Activity Report for month of October

ACTION ITEM:

- **Sip and Savor Pasadena, December 28-30th**
 - \$5,000 includes 20x10 fully furnished booth space, inviting 6 wineries (2 per day) to pour
 - 20,000 expected attendance
 - <https://www.sipandsavorpasadena.com/>

Marketing Update – Danielle Laudon Ruse

- Review of October VisitSYV.com web trends, DVA PR and Marketing Efforts and TasteSYV wrap-up update

Old Business & New Business

Board comments

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