



Agenda – Visit the Santa Ynez Valley Board Meeting – February 13, 2020 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: Ratify Stormie Strickland, representing a Solvang hotelier

ACTION ITEM: Approval of the minutes of the December 12, 2019 board meeting

Financial report – Jonathan Rosenson

- Review of current financials

President/CEO Report to include:

- Discover SYV television series update
- Grants approved through email vote
 - Buellton Visitors Bureau, Wine & Chili Festival, Sunday March 15th, \$4,000
 - NatureTrack, NatureTrack Film Festival, March 20-22nd, \$3,500
- Sip & Savor recap
 - Dec. 28, 29, 30
- Restaurant weeks recap
- Visit CA Outlook Forum recap
 - San Diego 2/9-12
- Denver Travel and Adventure Consumer show coming up
 - 2/21-24
- Los Alamos Theater Group
 - \$1,000 donation to support Los Alamos Library
- Stepped down from
 - Santa Barbara Courthouse Legacy Foundation Board
 - Santa Barbara Vintners Foundation Board
- Joined the Santa Ynez Chamber board
- Activity Report for month of December & January

ACTION ITEM: Ancillary digital marketing proposals

- DVA - \$15,000
- Madden Media - \$15,000
- Staff recommends running both campaigns to test new creative concepts, markets and vendor

ACTION ITEM: Approve extending FirstStreet Creative 2020-2021 Contract

- Web maintenance services

Marketing Update – Danielle Laudon Ruse

- Review of December VisitSYV.com web trends, DVA PR and Marketing Efforts and Restaurant Weeks Update

Old Business & New Business

Board comments

The next board meeting will be held March 12, 2020, 9:00 a.m., Chumash Casino, Santa Ynez.