



**Agenda – Visit the Santa Ynez Valley Board Meeting – December 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: Ratify Kimberly Walker as new board member, representing unincorporated hotelier**

**ACTION ITEM: Approval of the minutes of the November 14, 2019 board meeting**

**Financial report – Jonathan Rosenson**

- Review of current financials

**President/CEO Report to include:**

- Discover SYV television series update
  - Filming Dec. 10, 13, 16, 17
- Retreat Recap
- 2020 Guide Launch Recap
- Sip & Savor Update
  - Dec. 28, 29, 30
- Activity Report for month of November

**ACTION ITEM: \$5,000 Solvang Julefest Sponsorship**

**ACTION ITEM: Approval of 2020 Budget**

**ACTION ITEM: CrowdRiff**

- Review and determine package options for CrowdRiff, a DMO specific software for sourcing user generated content and asset management

**Marketing Update – Danielle Laudon Ruse**

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

**Old Business & New Business**

**Board comments**

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