



**Agenda – Visit the Santa Ynez Valley Board Meeting – March 12, 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: Approval of the minutes of the February 13, 2020 board meeting**

**ACTION ITEM: Grant Requests for consideration:**

- Solvang Festival Theater, Spring Benefit Concert: The Robert Cray Band, April 18, 2020, requested amount: \$3,500, recommended amount: \$2,750
- Garagiste Events, Garagiste Festival, April 17-19, 2020, requested amount: \$4,000, recommended amount: \$3,000
- SYV Rotary, 4<sup>th</sup> of July Fireworks Celebration, July 4, 2020, requested amount: \$4,000, recommended amount: \$3,250
- People Helping People, SYV Polo Classic, July 11, 2020, requested amount: \$4,000, recommended amount: \$2,750

**Financial report – Jonathan Rosenson**

- Review of current financials

**President/CEO Report to include:**

- Discover SYV television series update
- Marketing Retreat scheduled for April 13<sup>th</sup>
- The Bachelorette opportunity
- IPW updates
- Madden Media & DVA ancillary marketing campaigns
- Coronavirus update
- Spring Networking Reception dates & location
- Denver Travel and Adventure Consumer recap
  - 2/21-24
- Dallas Travel and Adventure Consumer show coming up
  - 3/27-30
- Activity Report for month of February

**Marketing Update – Danielle Laudon Ruse**

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

**Old Business & New Business**

**Board comments**

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