



Agenda – Visit the Santa Ynez Valley Board Meeting – May 14, 2020 9:00 a.m., Remote Zoom Meeting

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
Board members present – Linda Johansen

ACTION ITEM: Approval of the minutes of the March 12, 2020 board meeting

For the record, the board approved two action items since the March board meeting. Those two items were to postpone Taste of the Santa Ynez Valley until 2021, and to not hold an annual meeting gathering.

Financial report – Jonathan Rosenson

- Review of current financials

Staff Report, to include:

- Board Election update
- Discover SYV television series update – live on Amazon Prime
- At Home with Visit the Santa Ynez Valley video series
- Marketing Retreat recap
- 2020 Annual Report submitted – presented to Solvang City Council
- IPW updates
- COVID-19 and recovery update
- Dallas Travel and Adventure show, 8/15-16
- ESTO, Grand Rapids, Michigan, 8/22-25
- Activity Report for month of April

ACTION ITEM: Accept revised 2020 budget – Shelby Sim

ACTION ITEM: \$30,000 expenditure from savings for video production – Shelby Sim

- Review and vote to accept Lure or WineRam proposal

ACTION ITEM: \$3,000 donation to Ranch Church COVID-19 food relief (administered by Maili Halme) – Linda Johansen

Marketing Update – Danielle Laudon Ruse

- Review of phased media approach, Madden & DVA campaigns (to be launched), April VisitSYV.com web trends

Old Business & New Business

Board comments

The next board meeting will be held June 11, 2020, 9:00 a.m., tentatively scheduled remotely