



Agenda – Visit the Santa Ynez Valley Board Meeting – June 11, 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 May 14, 2020 board meeting

Financial report – Jonathan Rosenson

- Review of current financials

Staff Report, to include:

- Board Election results
- At Home with Visit the Santa Ynez Valley video series
- 2019 Annual Report – presented to Buellton City Council
- COVID-19 and recovery
- PPE for hotels through partnership with CH&LA
- WineRam Video Production
- Protect and Respect campaign
- Solvang TBID collection
- Online Transaction Provider switched to Stripe
- 2020 Budget 3.0
- 2021 Publication
- Dallas Travel & Adventure Show, August 8-9, 2020
- Activity Report for month of May

ACTION ITEM: Approve Civitas TBID Renewal Proposal – Shelby Sim

Marketing Update – Danielle Laudon Ruse

- Review of updated phased media approach, website updates, ad campaigns (to be launched), May VisitSYV.com web trends

Old Business & New Business

Board comments

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

Annual Meeting – June 11, 2020, directly following regular board meeting

Announce New Board Slate for July 2020 – June 2021

2019 Annual Presentation PDF to be distributed to membership via newsletter

Adjournment