



## **Agenda – Visit the Santa Ynez Valley Board Meeting – August 20, 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 July 9, 2020 board meeting**

#### **Financial report – Shelby Sim**

- Review of current financials

### **ACTION ITEM: Approval of revised 2020 budget**

#### **Staff Report, to include:**

- At Home with Visit the Santa Ynez Valley video series
- Marketing Committee update
- COVID-19 and recovery
- PPE for hotels through partnership with CH&LA
- WineRam video production
- Solvang TBID collection
- Visitors Center
- DiscoverSYV Series Season 1 complete
- TBID Renewal timing
- Activity Report for month of July

#### **Marketing Update – Danielle Laudon Ruse**

- Review of updated phased media approach, website updates, ad campaigns, July VisitSYV.com web trends

#### **Old Business & New Business**

#### **Board comments**

The next board meeting will be held September 10, 2020, 9:00 a.m., tentatively scheduled remotely via Zoom.

#### **Adjournment**