



**Agenda – Visit the Santa Ynez Valley Board Meeting – September 10, 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 August 20, 2020 board meeting**

**Financial report – Jonathan Rosenson**

- Review of current financials

**Staff Report, to include:**

- WineRam video production
- Submitted letter in support of grant to study SYV Bicycle Trails
- Submitted Q2 Report
- Publication Committee Update
- Final DiscoverSYV Season 1 episode aired
- COVID-19 and recovery
- Activity Report for month of August

**Marketing Update – Danielle Laudon Ruse**

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

**Old Business & New Business**

**Board comments**

The next board meeting will be held October 8, 2020, 9:00 a.m., tentatively scheduled remotely via Zoom.

**Adjournment**