



Agenda – Visit the Santa Ynez Valley Board Meeting – October 8, 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 September 10, 2020 board meeting

Financial report – Jonathan Rosenson

- Review of current financials

Staff Report, to include:

- WineRam videos
- TBID Renewal update
- Visitor Center update
- Westways 2021
- IPW, September 2021
- COVID-19 and recovery
- Activity Report for month of September

Marketing Update – Danielle Laudon Ruse

- Review of current phased media approach, website updates, DVA and Madden Media ad campaigns, September VisitSYV.com web trends

Old Business & New Business

Board comments

The next board meeting will be held November 12, 2020, 9:00 a.m., tentatively scheduled remotely via Zoom.

Adjournment