



**Agenda – Visit the Santa Ynez Valley Board Meeting – November 12, 2020 9:00 a.m., Chumash Casino Resort & 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 October 8, 2020 board meeting**

**Financial report – Jonathan Rosenson**

- Review of current financials

**Staff Report, to include:**

- TBID Renewal update
- IPW, September 2021 update
- COVID-19 and recovery
- Solvang Festival Theater donation
- Form Budget Committee
- Publication Update
- Solvang Chamber donation
- Activity Report for month of October

**ACTION ITEM: Approve Westways co-op**

- VisitSYV to partner with City of Solvang and Buellton Visitors Bureau on 2-page advertorial in Spring 2021 issue; cost to participate is \$6,667.

**Marketing Update – Danielle Laudon Ruse**

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

**Old Business & New Business**

**Board comments**

The next board meeting will be held December 10, 2020, 9:00 a.m., tentatively scheduled at Chumash Casino Resort & remotely via Zoom.

**Closed Meeting for 15 Minute Executive Session**

**Adjournment**