



Agenda – Visit the Santa Ynez Valley Board Meeting – December 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 November 12, 2020 board meeting

Financial report – Jonathan Rosenson

- Review of current financials

Staff Report, to include:

- Decorated the Windmill and Tower at Alisal Road
- TBID Renewal Update
- Publication Guide Update
- Marketing Committee Update
- Buellton Billboard Opportunity
- KEYT KKFX NEYT airtime purchase between Thanksgiving and Christmas
- Restaurant Weeks 2021
- COVID Update
- Taste of the Santa Ynez Valley 2021
- Membership dues in 2021
- Buellton Drive-In Movie Night donation
- Activity Report for month of November

PRESENTATION: California Space Academy (CalSpace) Project by Pale Blue Dot Ventures – Steven Franck

ACTION ITEM: Approve Community COVID-19 Relief Donation – Linda Johansen

- Chairman recommends a second \$3,000 donation for community COVID-19 food relief

ACTION ITEM: Approve 2021 DVA Agreement – Shelby Sim

- Marketing committee recommends adopting proposed 2021 DVA agreement

ACTION ITEM: Approve 2021 Budget – Shelby Sim

- Budget committee recommends adopting proposed 2021 budget

Marketing Update – Danielle Laudon Ruse

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

Old Business & New Business

Board comments

The next board meeting will be held January 14, 2020, 9:00 a.m., tentatively scheduled remotely via Zoom.

Adjournment