



Agenda – Visit the Santa Ynez Valley Board Meeting – January 14, 2021 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 December 10, 2020 board meeting

Financial report – Jonathan Rosenson

- Review of current financials

Staff Report, to include:

- TBID Renewal Update
- Publication Guide Update
- Restaurant Weeks 2021
- COVID-19 Update
- Membership dues in 2021
- Visit California Outlook Forum (virtual, no cost), Jan. 18-19th
- Activity Report for month of December

DISCUSSION ITEM: App – Shelby Sim

- Discuss what type of mobile application/partnership should be developed to promote the Santa Ynez Valley

ACTION ITEM: SEO, Madden Media – Shelby Sim

- Staff recommends contracting Madden Media for Silver Tier package for 2021 (with option to increase to Gold)

Marketing Update – Danielle Laudon Ruse

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

Old Business & New Business

Board comments

The next board meeting will be held February 11, 2021, 9:00 a.m., tentatively scheduled remotely via Zoom.

Adjournment