



Agenda – Visit the Santa Ynez Valley Board Meeting – February 11, 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 January 14, 2020 board meeting

Financial report – Jonathan Rosenson

- Review of current financials

Staff Report, to include:

- Publication Guide Update
- Restaurant Weeks 2021
- COVID-19 Update
- App update
- Board Retreat dates
 - Thursday, May 20th
 - Thursday, June 17th
- Activity Report for month of January

Marketing Update – Danielle Laudon Ruse

- Review of current media approach, DVA ad campaigns, SEO, CrowdRiff Media Hub, January VisitSYV.com web trends and Restaurant Weeks recap

Old Business & New Business

Board comments

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

Adjournment