



## **Agenda – Visit the Santa Ynez Valley Board Meeting – March 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 February 11, 2020 board meeting**

#### **Financial report – Jonathan Rosenson**

- Review of current financials

#### **Staff Report, to include:**

- COVID-19 Update
- Board Retreat
  - Thursday, May 20, 11:30am – 3:30pm
- 2020 Annual Report
- Destinations International, July 13-15
- Taste of the Santa Ynez Valley 2021
- Activity Report for month of February

### **ACTION ITEM: Midweek Promotion**

- Staff and committee recommend pilot midweek incentive promotion to run through end of April. Initial recommended spend: \$10,000.

### **ACTION ITEM: Visit Widget – Itinerary builder/comprehensive map & mobile application**

- Staff recommends Visit Widget Plus Plan; One Time Setup Fee: \$4k; \$399/month. Plan includes:
  - Integration and setup/branding of the web-widget and apps.
  - Includes Responsive Web-Widget
  - Branded iOS App
  - Branded Android App
  - Smart App Banners
  - Streaming Audio/Video
  - Integrated Push Messaging

#### **Marketing Update – Danielle Laudon Ruse**

- Review of current media approach, DVA ad campaigns, SEO, February VisitSYV.com web trends

#### **Old Business & New Business**

#### **Board comments**

The next board meeting will be held April 8, 2021, 9:00 a.m., tentatively scheduled remotely via Zoom.

#### **Adjournment**