



Agenda – Visit the Santa Ynez Valley Board Meeting – April 8, 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 March 11, 2020 board meeting

Financial report – Jonathan Rosenson

- Review of current financials

Staff Report, to include:

- COVID-19 Update
- Midweek Promotion
- 2022 Destination Guide
- Board Elections
- Annual Meeting
- Dissolve 2020 Publication and Budget Committees
- Form TasteSYV Committee
- 2020 Annual Report
- Board Retreat
 - Thursday, May 20, 11:30am – 3:30pm
- Activity Report for month of March

Marketing Update – Danielle Laudon Ruse

- Review of current media approach, DVA ad campaigns, SEO, February VisitSYV.com web trends, Visit Widget update and Midweek Promotion update

Old Business & New Business

Board comments

The next board meeting will be held May 13, 2021, 9:00 a.m., tentatively scheduled remotely via Zoom.

Adjournment