



Agenda – Visit the Santa Ynez Valley Board Meeting – May 13, 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 April 8, 2020 board meeting

Financial report – Jonathan Rosenson

- Review of current financials

Staff Report, to include:

- COVID-19 Update
- Midweek Promotion recap
- Board Elections
- Annual Meeting
- Board Retreat
 - Thursday, May 20, 11:45am – 2:30pm, Nella Kitchen
- Part time contractor – social media and admin
- Activity Report for month of April

ACTION ITEM: Approve 5-year contract with Griffin Publishing for annual Destination Guide

- \$35K annual contract, includes all costs
- 65,000 – 70,000 printed copies
- \$7,000 less annually than prior contract

ACTION ITEM: Approve Season 2: Discover the Santa Ynez Valley

- \$2,000 per episode with 13 episodes: \$26,000 production costs
 - Reimbursed by participants (partially subsidized by VisitSYV)
- \$4,550 broadcast distribution cost
- \$2,000 budget for miscellaneous production costs (i.e. drone operator)

ACTION ITEM: Approve IPW 2021

- Staff recommends 10x10 booth for IPW 2021, Las Vegas, September 18-22nd
- Booth staffed by Danielle Laudon Ruse & Kathy Vreeland; Media Marketplace staffed by Shelby Sim
- \$10,080 for registration fees; booth and furnishings will be charged separately; partially reimbursed by Discover Buellton; already approved in 2021 annual budget.

Marketing Update – Danielle Laudon Ruse

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

Old Business & New Business

Board comments

The next board meeting will be held June 10, 2021, 9:00 a.m., tentatively scheduled remotely via Zoom.

Adjournment