



Agenda – Visit the Santa Ynez Valley Board Meeting – June 10, 2021 9:00 a.m., Chumash Casino Resort

9:00 a.m. Call to order and reordering of agenda (if necessary), Shelby Sim, President & CEO

Public comment on non-agenda items – limited to three minutes

Board members present & introductions – Shelby Sim

Welcome New Board Members:

- Kathleen Cochran, Alisal Guest Ranch & Resort (replacing Sherrie FitzGerald, Solvang hotelier)
- James Flagg, Hampton Inn & Suites (replacing Karla Azahar, Buellton hotelier)

ACTION ITEM: Approval of the minutes of the May 13, 2021 board meeting

Financial report – Jonathan Rosenson

- Review of current financials

Staff Report, to include:

- COVID-19 Update
- Board Officers, to be voted on at July 8 Meeting
- Fall Reception/Annual Meeting Presentation, location & date
- Upcoming travel conferences & tradeshow
 - Destinations International, Baltimore, July 13-15
 - ESTO, Los Angeles, August 15-17
 - IPW, Las Vegas, September 18-22
 - Telluride Wine Festival, Telluride, September 23-26
- DiscoverSYV Update
- North County Co-Op Update
- Board Retreat Recap
- TasteSYV Update
- Activity Report for month of May

Marketing Update – Danielle Laudon Ruse

- Review of current media approach, DVA ad campaigns, SEO, May VisitSYV.com web trends, Visit Widget update

Old Business & New Business

Board comments

The next board meeting will be held July 8, 2021, 9:00 a.m., tentatively scheduled at Chumash Casino Resort

Adjournment

Annual Meeting – June 10, 2021, directly following regular board meeting

Announce New Board Slate for July 2021 – June 2022

2020 Annual Presentation PDF distributed to membership via newsletter

Adjournment