



## **Agenda – Visit the Santa Ynez Valley Board Meeting – July 8, 2021 9:00 a.m., Chumash Casino, Santa Ynez**

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

Room Introductions – Linda Johansen

### **ACTION ITEM: Board Officer Elections**

- Nomination and ratification of 21-22 Board Chairman
- Nomination and ratification of 21-22 Board Vice Chairman
- Nomination and ratification of 21-22 Board Treasurer
- Nomination and ratification of 21-22 Board Secretary

### **ACTION ITEM: Approval of the minutes of the June 10, 2021 board meeting**

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

- Review of current financials

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

- COVID-19 Update
- Fall Reception/Annual Meeting Presentation, September 29th, 4-7pm at Alisal Guest Ranch
- Upcoming travel conferences & tradeshow
  - Destinations International, Baltimore, July 13-15
  - ESTO, Los Angeles, August 15-17, 5 award applications submitted
  - CH&LA Crystal Ball Conference, Napa, August 26<sup>th</sup>
    - Invitation Only for Hotel & DMO Leaders
    - Recovery strategies for California properties re: pandemic's long-term impact on travel
  - IPW, Las Vegas, September 18-22, additional partner & domestic appointments added
  - Telluride Wine Festival, Telluride, September 23-26
- DiscoverSYV Update, filming begins July 19<sup>th</sup>
- North County Co-Op Update
- TasteSYV Update, kickoff meeting scheduled July 19<sup>th</sup>
- SYV Podcast & Video Series
- First Quarter Report Submitted, included in board packet
- Activity Report for month of June

#### **Action Item: Approve event grant amount for 2021 Danish Days – Linda Johansen**

#### **Marketing Update**

- June & July review of media approach, website updates, ad campaigns, VisitSYV.com web trends to be presented at the August 12<sup>th</sup> board meeting

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

#### **Board comments**

The next board meeting will be held August 12, 2021, 9:00 a.m., at Chumash Casino Resort, Santa Ynez

#### **Adjournment**