



Agenda – Visit the Santa Ynez Valley Board Meeting – August 12, 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: Approval of the minutes of the July 8, 2021 board meeting

Financial report – Jim Flagg

- Review of current financials

Staff Report, to include:

- COVID-19 Update
- Fall Reception/Annual Meeting Presentation, date to be discussed, Alisal Guest Ranch
- Travel conferences & tradeshow
 - Destinations International recap, Baltimore, July 13-15
 - ESTO, Los Angeles, August 15-17, 5 award applications submitted
 - Finalist for Digital Campaign “The Place to Be”. Winner to be announced at Awards dinner during conference
 - CH&LA Crystal Ball Conference, Napa, August 26th
 - IPW, Las Vegas, September 18-22
 - Telluride Wine Festival, Telluride, September 23-26
- DiscoverSYV Update, filming underway
- North County Co-Op Update
- TasteSYV Update
- Occupancy Project
- Ventura Wine & Waves co-op
- Activity Report for month of July

Action Item: Approve revised expense policy – Shelby Sim

- Reviewed and pre-approved by the executive committee (Linda, Jonathan, Jim)

Action Item: Los Alamos Theater Group \$1,000 donation – Linda Johansen

- For infrastructure and equipment

Action Item: SYV Podcast & Video Series – Shelby Sim & Danielle Laudon Ruse

- The Marketing Committee (Kimberly, Stormie, Will) and staff recommend “Package A”: 5 video episodes SYV podcast series and brand partnership with Krista Simmons

Marketing Update – Danielle Laudon Ruse

- June & July review of media approach, website updates, ad campaigns, VisitSYV.com web trends

Old Business & New Business

Board comments

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

Adjournment