



Agenda – Visit the Santa Ynez Valley Board Meeting – October 14, 2021 9:00 a.m., Chumash Casino, Santa Ynez

9:00 a.m. Call to order and reordering of agenda (if necessary), Shelby Sim
Public comment on non-agenda items – limited to three minutes
Room Introductions – Shelby Sim

ACTION ITEM: Ratify Greer Shull to the Board of Directors, Unincorporated Hotelier

ACTION ITEM: Approval of the minutes of the September 9, 2021 board meeting

Financial report – Jim Flagg

- Review of current financials

Staff Report, to include:

- COVID-19 Update
- Travel conferences & tradeshow
 - IPW, Las Vegas Recap
 - Telluride Wine Festival, Telluride, Recap
 - Cal-Travel, Huntington Beach, Recap
- Solvang Tourism Committee
- DiscoverSYV filming underway
- 2022 Destination Guide Launch
- Restaurant Weeks 2022 Committee
- 2022 Budget Update
- Sunset & TasteSYV Opportunity
- 2022/23 Website Hosting
- SYV Podcast update
- Second quarter report
- SB Golf Invitational recap
- Activity Report for month of September

ACTION ITEM: Approve Bandwango, automated project software

- **Digital Midweek Passport Program for Q1 of 2022; \$9,500 licensing and setup**

Marketing Update – Danielle Laudon Ruse

- September review of media approach, website updates, ad campaigns, SEO and web trends

Old Business & New Business

Board comments

The next board meeting will be held November 11, 2021, 9:00 a.m., at Chumash Casino Resort, Santa Ynez

Adjournment