



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

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

ACTION ITEM: Approval of the minutes of the November 18, 2021 board meeting

Financial report – Jim Flagg

- Review of current financials

Staff Report, to include:

- COVID-19 Update
- DiscoverSYV filming underway
- 2022 Destination Guide
 - Launch Date: January 13th
- Restaurant Weeks 2022 update
- Sunset & TasteSYV Opportunity update
- Membership renewals update & member appreciation reception
 - Thursday, December 9th
- Midweek Promotion update
- World of Pinot Noir Sponsorship
- Buellton Fall Festival Sponsorship
- Activity Report for month of November

ACTION ITEM: Approve Westways Ad Buy

- Westways Discover insert (2-page advertorial, delivered to 500,000 households), partnership with Discover Buellton; \$10,000

Marketing Update – Danielle Laudon Ruse

- November 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 January 13, 2022, 9:00 a.m., at Chumash Casino Resort, Santa Ynez

Adjournment