Agenda – Visit the Santa Ynez Valley Board Meeting – February 10, 2022 9:00 a.m., Pico, Los Alamos

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 January 13, 2022 board meeting minutes

Financial report – Jim Flagg
  • Review of current financials

ACTION ITEM: Grant Requests for consideration:
  • Buellton Visitors Bureau, Wine & Chili Fest, Sunday, March 20, 2022, requested amount: $4,000, recommended amount: $3,500
  • Figueroa Mountain Brewing Co., Lagerville, Saturday, April 9, 2022, requested amount: $2,500, recommended amount: $1,500
  • People Helping People, Polo Classic & Welcome Reception, Friday July 8, 2022 and Saturday, July 9, 2022, requested amount: $4,000, recommended amount: $3,000

Staff Report, to include:
  • COVID-19 Update
  • DiscoverSYV filming underway
    • Episode 1 premiered Sunday, February 6th: https://youtu.be/KVUR9-3M9Fw
  • 2022 Destination Guide
    • Launched January 20th
    • Direct Mailings January 31st
  • Restaurant Weeks 2022 recap
  • TasteSYV update
  • Membership renewals update
  • Midweek Promotion status
  • STR Reports update
    • Select Comp Set Markets
  • Verdin Marketing update
  • 2022 Marketing Committee
    • Reset
  • State of the Industry Event, Orange County recap
  • Visit California Outlook Forum
    • February 14 – 16th, San Francisco
  • Activity Report for month of January

ACTION ITEM: Santa Barbara International Film Festival (SBIFF) activation – Shelby Sim
  • March 2 – 11, 2022, sponsorship includes logo on all materials, full screen color ad before every screening and tribute, hosting 4 happy hours, Destination Guides in 500 VIP swag bags, VIP networking via platinum passes, 90,000 attendees, $10,000

Marketing Update – Danielle Laudon Ruse
  • January review of media approach, restaurant weeks, website updates, ad campaigns, SEO and web trends
Old Business & New Business

Board comments
The next board meeting will be held March 10, 2022, 9:00 a.m., Pico, Los Alamos

Adjournment