



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