



Agenda – Visit the Santa Ynez Valley Board Meeting – March 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 February 10, 2022 board meeting minutes

Financial report – Jim Flagg

- Review of current financials

Staff Report, to include:

- COVID-19 Update
- DiscoverSYV filming underway
- TasteSYV update
- Midweek Promotion status
- STR Reports update
- 2022 Annual Meeting
- 2022 Board Retreat
- Visit California Outlook Forum recap
- DMA West Tech Summit
 - March 30 – April 1st, Tucson AZ
- City of Solvang Contract
 - Insurance policy updated
- Activity Report for month of February

Marketing Update – Danielle Laudon Ruse

- February review of media approach, Verdin marketing, website updates, ad campaigns, SEO and web trends

Old Business & New Business

Board comments

The next board meeting will be held April 14, 2022, 9:00 a.m., Pico, Los Alamos

Adjournment