



Agenda – Visit the Santa Ynez Valley Board Meeting – April 14, 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 March 10, 2022 board meeting minutes

Financial report – Jim Flagg

- Review of current financials

ACTION ITEM: Grant Requests for consideration:

- Los Olivos Rotary Foundation, Los Olivos Jazz & Olive Festival, Saturday, June 11, 2022, requested amount: \$2,000, recommended amount: \$2,750
- Santa Ynez Valley Pride, Santa Ynez Valley Pride Parade & Festival, Saturday, June 25, 2022, requested amount: \$4,000, recommended amount: \$2,750
- Santa Ynez Chamber of Commerce, Old Santa Ynez Day, Saturday, June 25, 2022, requested amount: \$3,000, recommended amount: \$2,000

Staff Report, to include:

- DiscoverSYV filming underway
- TasteSYV update
- STR Reports update
- 2022 Board Retreat
 - The Inn at Mattei's Tavern, August 25th, 11:30am – 3pm
- 2021 Annual Report submitted
- Board Elections, May 2022
- Activity Report for month of March

Action Item: Sponsor South Coast State of the Cities Event (Carpinteria, Santa Barbara, Goleta) – Shelby Sim

- Promotion and brand awareness opportunity for Taste of the Santa Ynez Valley, \$5,000

Marketing Update – Danielle Laudon Ruse

- March review of media approach, Verdin marketing, website updates, ad campaigns, SEO and web trends, DMA West Tech Summit Recap

Old Business & New Business

Board comments

The next board meeting will be held May 12, 2022, 9:00 a.m., Pico, Los Alamos

Adjournment