



Agenda – Visit the Santa Ynez Valley Board Meeting – May 12, 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 April 14, 2022 board meeting minutes

Financial report – Jim Flagg

- Review of current financials

ACTION ITEM: Grant Requests for consideration:

- Madi's Treasure Box, SYV Juneteenth, Saturday, June 18, 2022, requested amount: \$4,000, recommended amount: \$2,000

Staff Report, to include:

- Retained over 93% of membership since reintroducing dues
 - Including 4 new members in the last month
- DiscoverSYV filming underway
- Annual meeting, Thursday, 9/8
- Board Elections, May 2022
- Push June board meeting back a week to June 16th due to travel
- IPW, June 5 – 8th, Orlando, FL
- Telluride Wine Festival, June 23 – 26, Telluride, CO
- Donating \$2,500 to the Santa Innes Mission Fundraising event for general upkeep
- Donating \$1,500 to SYV Botanic Garden to help build Nature Trail for students and visitors to enjoy
- Activity Report for month of April

Marketing Update – Danielle Laudon Ruse

- April 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 June 16, 2022, 9:00 a.m., Pico, Los Alamos

Adjournment