



**Annual Meeting – July 14, 2022 – 9:00 a.m., Pico, Los Alamos**

- In person annual meeting to be held Thursday, 9/8, Alisal Ranch, 5:00pm – 7:30pm

**Agenda – Visit the Santa Ynez Valley Board Meeting – July 14, 2022 9:05 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: Board Officer Elections**

- Nomination and ratification of 22-23 Board Chairman
- Nomination and ratification of 22-23 Board Vice Chairman
- Nomination and ratification of 22-23 Board Treasurer
- Nomination and ratification of 22-23 Board Secretary

**Action Item: Approval of the minutes of the May 12, 2022 board meeting minutes**

**Financial report – Shelby Sim**

- Review of current financials

**Staff Report, to include:**

- IPW Recap
- Discover The Santa Ynez Valley Season 2 is complete
- Telluride Recap
- DMA West CEO Summit recap
- Destinations International, 7/18 – 7/22 in Toronto
- ESTO by U.S. Travel, 8/6 – 8/10 in Grand Rapids
- Next board meeting, proposed 8/18 due to travel (ESTO)
- Board retreat, August 25<sup>th</sup>, The Inn at Mattei's Tavern, 11:30am – 3:30pm
- Annual meeting, Thursday, 9/8, Alisal Ranch, 5:00pm – 7:30pm
- Potential R&D trip to Bend, Oregon to meet with DVA staff
- Zartico Update
- Activity Report for months of May & June

**Marketing Update – Danielle Laudon Ruse**

- May & June 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 tentatively August 18, 2022, 9:00 a.m., Pico, Los Alamos

**Adjournment**