



**Agenda – Visit the Santa Ynez Valley Board Meeting – August 18, 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: Approval of the minutes of the July 14, 2022 board meeting minutes**

**ACTION ITEM: Grant Request for Consideration:**

- Santa Barbara Vintners Association, Santa Barbara Vintners Festival, Saturday, October 8, 2022, requested amount: \$4,000, recommended amount: \$3,500

**Financial report – Shelby Sim**

- Review of current financials

**Staff Report, to include:**

- Destinations International Recap
- ESTO by U.S. Travel Recap
- Board retreat, August 25<sup>th</sup>, The Inn at Mattei's Tavern, 11:30am – 3:30pm
- Next board meeting via Zoom, 9/8
- Annual meeting, 9/8, Alisal Ranch, 5:00pm – 7:30pm
- R&D trip to Bend, OR with DVA staff, 9/12 – 9/15
- Zartico Update
- STR Update
- Activity Report for month of July

**Marketing Update – Danielle Laudon Ruse**

- July 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 September 8, 2022, 9:00 a.m., tentatively via Zoom

**Adjournment**