



## **Agenda – Visit the Santa Ynez Valley Board Meeting – September 8, 2022 9:00 a.m., Zoom**

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

Executive committee approved staff cost of living increases

**ACTION ITEM: Approval of the minutes of the July 14, 2022 board meeting minutes**

**ACTION ITEM: Approval of the minutes of the August 18, 2022 board meeting minutes**

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

- Los Olivos Chamber & Business Organization, Day in the Country, Saturday, October 15, 2022, requested amount: \$3,500, recommended amount: \$3,250

### **Financial report – Jim Flagg**

- Review of current financials

### **Staff Report, to include:**

- Board retreat recap, August 25<sup>th</sup>, The Inn at Mattei's Tavern, 11:30am – 3:30pm
- Annual meeting, 9/8, Alisal Ranch, 5:00pm – 7:30pm
- R&D trip to Bend, OR with DVA staff, 9/12 – 9/15
- SYV Botanic Garden Enchanted Garden Holiday Lights sponsorship, \$5,000
- Taste of the Santa Ynez Valley update
- Create 2023 Destination Guide Committee
- Review Mission Statement
- Activity Report for month of August

### **ACTION ITEM: Approve purchase of 2023 Central Coast Tourism Council map cover – Shelby Sim**

- CCTC's map committee will decide by 9/15 who can purchase the 2023 map cover; staff seeks approval if we're selected, \$15,000

### **Marketing Update – Danielle Laudon Ruse**

- August 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 October 13, 2022, 9:00 a.m., Pico, Los Alamos

### **Adjournment**