



Agenda – Visit the Santa Ynez Valley Board Meeting – October 13, 2022 9:00 a.m., Pico, Los Alamos

9:00 a.m. Call to order and reordering of agenda (if necessary), Jonathan Rosenson
Public comment on non-agenda items – limited to three minutes
Room Introductions – Jonathan Rosenson

ACTION ITEM: Approval of the minutes of the September 8, 2022 board meeting minutes

Financial report – Jim Flagg

- Review of current financials

Staff Report, to include:

- Annual meeting recap, 9/8
- R&D trip to Bend, OR with DVA staff recap
- Buellton Fall Fest sponsorship, \$2,000
- 2023 Destination Guide Update
- Form 2023 Budget Committee consisting of Chairman, Vice Chairman, Treasurer
- Activity Report for month of September

ACTION ITEM: Approve revised draft budget for Taste of the Santa Ynez Valley – Shelby Sim

- New TasteSYV budget reflects updated estimated costs of street closures, insurance, supplies, vendors, and venues

Marketing Update – Danielle Laudon Ruse

- September 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 November 10, 2022, 9:00 a.m., Pico, Los Alamos

Adjournment