



Agenda – Visit the Santa Ynez Valley Board Meeting – November 10, 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 October 13, 2022 board meeting minutes

Financial report – Jim Flagg

- Review of current financials

Staff Report, to include:

- Taste of the Santa Ynez Valley recap, 11/3 – 11/6
- 2023 Destination Guide Update
- Budget Committee Update
- Activity Report for month of October

ACTION ITEM: Approve Westways Discover Co-Op – Shelby Sim

- Two-page spread in Westways Aug/Sept/Oct. 2023 issue, \$6,667
 - Co-Op is shared with City of Solvang and Buellton Visitors Bureau
 - Targets 500,000 AAA member households in Southern California with active and affluent travelers and consumers

Marketing Update – Danielle Laudon Ruse

- October review of media approach, Verdin marketing, website updates, ad campaigns, SEO, web trends and Taste of the Santa Ynez Valley promotion

Old Business & New Business

Board comments

The next board meeting will be held December 8, 2022, 9:00 a.m., Pico, Los Alamos

Adjournment