



**Agenda – Visit the Santa Ynez Valley Board Meeting – December 8, 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 November 10, 2022 board meeting minutes**

**Board Approved Annual Increases & Bonuses for Staff**

**Financial report – Jim Flagg**

- Review of current financials

**Santa Barbara County Vintners presentation – Tim Snider**

**Staff Report, to include:**

- 2023 Destination Guide Reception
  - Thursday, December 15<sup>th</sup>, Brave & Maiden, 5pm – 7pm
- Restaurant Weeks 2023 Update
  - January 16 – 31<sup>st</sup>
  - 3 Courses for \$30, \$40, \$50
- First Quarter Travel
- Activity Report for month of November

**ACTION ITEM: Approve 2023 Budget – Shelby Sim**

- Staff & Budget Committee recommends approval of 2023 budget

**Marketing Update – Danielle Laudon Ruse**

- November review of media approach, Verdin marketing, website updates, ad campaigns, SEO, web trends and 2023 Restaurant Weeks promotion

**Old Business & New Business**

**Board comments**

The next board meeting will be held January 12, 2023, 9:00 a.m., The Alisal Ranch

**Adjournment**