



Agenda – Visit the Santa Ynez Valley Board Meeting – January 12, 2023 9:00 a.m., Alisal Ranch, Solvang

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 December 8, 2022 board meeting minutes

Financial report – Jim Flagg

- Review of current financials

ACTION ITEM: Grant Request for Consideration:

- Garagiste Events Inc, The Garagiste Festival, Friday – Sunday, February 10-11, 2023, requested amount: \$5,000, recommended amount: \$3,250

Staff Report, to include:

- 2023 Destination Guide Reception Recap
- Restaurant Weeks 2023 Update
 - January 16 – 31st
- First Quarter Travel
- Linda Johansen Service Award to Valley charity of her choice, \$5,000
- California Missions Foundation, Santa Ines Mission Retrofit, \$5,000
- Valley Shuttle
- Footprint in Santa Barbara Funk Zone
- STR and Zartico Visitor Data
- Activity Report for month of December

ACTION ITEM: SBIFF Activation – Shelby Sim

- Pre-approved in the 2023 budget, \$10,000
- 90,000 attendees, on-screen ad before every Tribute & Film at Arlington Theater
- SYV Destination Guides in VIP swag bags
- 2 Platinum + 2 Early Entry tickets to all Opening and Closing Night Films & Tributes

Marketing Update – Danielle Laudon Ruse

- December 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 February 9, 2023, 9:00 a.m., The Alisal Ranch

Adjournment