



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

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: Ratify Dave Elcon to the Board of Directors, Unincorporated Hotelier representing The Inn at Mattei's Tavern

ACTION ITEM: Approval of the board meeting minutes of December 8, 2022 and January 12, 2023

Financial report – Jim Flagg

- Review of current financials

ACTION ITEM: Grant Request for Consideration:

- Santa Ynez Valley Rotary, 4th of July Fireworks Show & Festival, Tuesday, July 4, 2023, requested amount: \$4,000, recommended amount: \$3,250

Staff Report, to include:

- Updated Grant Application & Matrix
- Restaurant Weeks 2023 Recap
- First and Second Quarter Travel
 - Visit California Outlook Forum, Sacramento, March 6 – 9th
 - USA Travel, Media & Travel Trade Buyer Mission, Copenhagen, March 20 – 24th
 - CA Golf Cup Media & Travel Trade Buyer Mission, Huntington Beach, April 17 – 21st
 - Visit California Media Mission, Toronto, April 24 – 26th
 - IPW, San Antonio, May 20 – 24th
- Wine & Chili Festival Glass sponsorship, \$4,000
- Valley Shuttle update
- Footprint in Santa Barbara Funk Zone update
- STR and Zartico Visitor Data
- Active Shooter update
- Activity Report for month of January

ACTION ITEM: Approve Midweek Membership Club Budget

- Approve 100 \$100 gift cards for Q1 Sunday – Thursday midweek promotion, running February 12 – April 6th (or until 100 cards are redeemed)
- Cost: \$10,595 including processing fees. Marketing costs are accounted for in 2023 DVA Marketing budget.

Marketing Update – Danielle Laudon Ruse

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

Old Business & New Business

Board comments

The next board meeting will be held April 13, 2023, 9:00 a.m., The Alisal Ranch

Adjournment