



Agenda – Visit the Santa Ynez Valley Board Meeting – April 13, 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 board meeting minutes of February 9, 2023

Financial report – Jim Flagg

- Review of current financials

ACTION ITEM: Grant Requests for Consideration:

- Santa Barbara Vintners, “Behind the Scenes”, Friday – Sunday, May 19 - 21, 2023, requested amount: \$4,000, recommended amount: \$2,750
- Los Olivos Rotary, Jazz & Olive Festival, June 10, 2023, requested amount: \$3,000, recommended amount: \$2,750

Staff Report, to include:

- First and Second Quarter Travel
 - Visit California Outlook Forum, Sacramento recap
 - USA Travel, Media & Travel Trade Buyer Mission, Copenhagen recap
 - 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
- Santa Barbara Independent Wine Week sponsorship, \$5,000
- Solvang Festival Theater Spring and Summer Concert Series presenting sponsorship, \$10,000
- Active Shooter update
- Staff maternity leave
- Midweek Promotion Report
- Activity Report for months of February & March

Marketing Update – Shelby Sim

- March review of DVA Marketing

Old Business & New Business

Board comments

The next board meeting will be held May 11, 2023, 9:00 a.m., The Alisal Ranch

Adjournment