



Agenda – Visit the Santa Ynez Valley Board Meeting – May 18th, 2023 9:00 a.m., Chomp Burgers, 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 April 13, 2023

Financial report – Jim Flagg

- Review of current financials

Action Item: Grant requests for consideration:

- Danish Days Grant. \$5,000 requested, Recommended amount \$4,500

Presentation and Action item: Juneteenth Proposal June 16-18 – Sponsorship request \$4,000 - Vashti Wilson

Staff Report, to include:

- CA Golf Cup Media & Travel Trade Buyer Mission, Huntington Beach, Recap
- Visit California Media Mission, Canada, Recap
- IPW, San Antonio, May 20 – 24th
- Sponsoring SYV Pride at \$2,000
- Sponsoring Los Alamos Theater group (All ticket sales go to local charities) \$500
- Sponsoring Elverhoy Solstice night Fundraiser, \$3,000, Table of 8, June 18th
- Visit California Tourism planning
- Board elections
- Annual meeting
- Activity Report for April

Marketing Update – Shelby Sim

- March review of DVA Marketing & Visitor Data

Old Business & New Business

Board comments

The next board meeting will be held June 8th, 2023, 9:00 a.m., The Alisal Ranch

Adjournment