



Agenda – Visit the Santa Ynez Valley Annual and Board Meeting – June 8th, 2023, 9:00 a.m., Alisal Ranch

9:00 a.m. Call to Order 2023 annual meeting

- Announce that the in person annual meeting will be scheduled in the coming month due to busy summer schedules
- Announce Board of Directors slate for 2023-2024
- Elect board officers for the term of July 1st 2023 to June 30th 2024

Adjournment

9:10 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 May 18th, 2023

Financial report – Jim Flagg

- Review of current financials

Action Item: Grant requests for consideration:

- Peace of Mind (Mental Health) Grant. \$1,500 requested, Recommended amount \$1,750

Staff Report, to include:

- IPW, (US largest Travel Trade show) San Antonio, Recap
- Sponsoring Santa Ynez Old Days June 23-25 at \$3,500
- Sponsoring Solvang school for Art & Music at \$750 per Linda Johansen
- Board elections
- Destinations International Conference July 18-21, Dallas Texas
- Activity Report for May

Marketing Update – Shelby Sim

- March review of DVA Marketing, Visitor Data, Website

Old Business & New Business

Board comments

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

Adjournment