



Agenda – Visit the Santa Ynez Valley Board Meeting – July 13th, 2023, 9:00 a.m., Alisal Ranch

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 June 8th, 2023

Financial report – Shelby Sim

- Review of current financials

Staff Report, to include:

- Sponsoring ILR Arts Foundation's Movies at the SYV Botanic Garden at \$500
- Exploring a fulltime Sales Representative
- Destination Guide distribution increase of \$100 monthly (1st increase since 2014)
- Visit CA Regional Advisory Committee 1st meeting 8/4
- Destinations International Conference July 18-21, Dallas Texas
- US Travel's ESTO Conference August 18-23, Savanna Georgia
- Taste of the Santa Ynez Valley September 28th- October 1st update
- 2023 Retreat date
- 2023 Annual meeting date
- Activity Report for June

Marketing Update – Danielle Ruse

- March review of DVA Marketing, Visitor Data, Website

Old Business & New Business

Board comments

The next board meeting will be held August 10th, 2023, 9:00 a.m., The Alisal Ranch

Adjournment