



Agenda – Visit the Santa Ynez Valley Board Meeting – August 10, 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 July 13, 2023

Financial report – Jim Flagg

- Review of current financials

Staff Report, to include:

- Visit CA Regional Advisory Committee update
- Destinations International Conference recap
- US Travel's ESTO Conference, August 18-23, Savannah Georgia
- Taste of the Santa Ynez Valley, September 28 - October 1 update
- 2023 Retreat & Zipline, September 14 update
- No September board meeting
- 2023 Annual meeting, October 12, 5-7pm, Sunstone Winery
- Active shooter training update
- Trolley update
- Zartico update
- Activity Report for July

Marketing Update – Danielle Ruse

- July review of media approach, social channels, website updates, ad campaigns, SEO, web trends, Sunset partnership and Taste of the Santa Ynez Valley promotion

Old Business & New Business

Board comments

The next board meeting will be held October 12, 2023, 9:00 a.m., Alisal Ranch

Adjournment