



**Agenda – Visit the Santa Ynez Valley Board Meeting – October 12, 2023 9:00 a.m., Zoom Meeting**

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

**Informational: Yearly bonus and salary adjustment voted on by the board, effective January 1, 2024**

**ACTION ITEM: Approval of the board meeting minutes of August 10, 2023**

**Financial report – Jim Flagg**

- Review of current financials

**Staff Report, to include:**

- Taste of the Santa Ynez Valley recap
- 2023 Retreat recap
- 2023 Annual meeting, tonight, 5-7pm, Sunstone Winery
- Sports Grants/Sponsorship, possible action item, 805 Lacross Project
- Day in the Country/Old Fashioned Christmas sponsorship, \$4,000
- 3 Day Multi Town Viking Car Show Sponsorship, \$2,000
- IMM North America & NYC Media Mission, January 24-26, 2024
- Proposed Destination Guide Launch, Thursday, December 7<sup>th</sup>
- Activity Report for August and September

**Marketing Update – Danielle Ruse**

- Review of media approach, social channels, website updates, ad campaigns, SEO, data tracking, Sunset partnership and Taste of the Santa Ynez Valley promotion

**Old Business & New Business**

**Board comments**

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

**Adjournment**