



Agenda – Visit the Santa Ynez Valley Board Meeting – November 9, 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 October 12, 2023

Financial report – Jim Flagg

- Review of current financials

Staff Report, to include:

- 2023 Annual meeting recap
- Los Alamos Theater Group community sponsorship, \$2,000
- Buellton Fall Fest sponsorship, \$2,000
- Destination Guide Launch, Thursday, December 7th, Brick Barn featuring Na Na Thai
- Shuttle update
- Form Budget Committee
- Activity Report for October

Marketing Update – Danielle Ruse

- Review of media approach, social channels, website updates, ad campaigns, SEO, data tracking

Old Business & New Business

Board comments

The next board meeting will be held December 14, 2023, 9:00 a.m., Alisal Ranch

Adjournment