



**Agenda – Visit the Santa Ynez Valley Board Meeting – December 14, 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 November 9, 2023**

**Financial report – Jim Flagg**

- Review of current financials

**ACTION ITEM: Grant Request for Consideration:**

- Garagiste Events Inc, The Garagiste Festival, February 9-11, 2024, requested amount: \$5,000+, recommended amount: \$3,250

**Staff Report, to include:**

- 2023 Destination Guide Launch Recap
- Solvang Julefest grant approved by board via email, \$3,500
- Santa Ynez Chamber Christmas Tree Lighting sponsorship, \$300
- Solvang Windmill Lighting, \$5,690.75
- Restaurant Weeks, January 21 – February 3, 2024
- Midweek Promotion
- Website RFP
- Safety Seminar and 2024 Shuttle updates
- 2024 Q1 Travel
  - IMM North America, January 25-26, New York
  - Copenhagen/Berlin
  - Outlook Forum
- Activity Report for November

**ACTION ITEM: 2024 Budget Approval – Shelby Sim**

- Pre-approved by budget committee

**ACTION ITEM: Makers SYV Project, \$22,000 – Shelby Sim**

- Project will include video assets, photography assets, web copy, and social media execution

**ACTION ITEM: Santa Barbara International Film Festival (SBIFF) Activation, \$10,000 – Shelby Sim**

- 90,000 attendees, on-screen ad before every Tribute & Film at Arlington Theater
- SYV Destination Guides in VIP swag bags
- 2 Platinum + 2 Early Entry tickets to all Opening and Closing Night Films & Tributes

**ACTION ITEM: IPW Activation – Shelby Sim**

- \$25,000 commitment as part of co-op with Santa Barbara County DMOs and partners

**Marketing Update – Danielle Ruse**

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

**Old Business & New Business**

**Board comments**

The next board meeting will be held January 11, 2024, 9:00 a.m., Alisal Ranch