



Agenda – Visit the Santa Ynez Valley Board Meeting – January 11, 2024 9:00 a.m., The Winston

9:00 a.m. Call to order and reordering of agenda (if necessary), Shelby Sim

Public comment on non-agenda items – limited to three minutes

Room Introductions – Shelby Sim

ACTION ITEM: Approval of the board meeting minutes of December 14, 2023

Financial report – Jim Flagg

- Review of current financials

Staff Report, to include:

- Restaurant Weeks, January 21 – February 3, 2024
- Midweek Promotion underway through April 4, 2024
- 2024 Q1 Travel
 - IMM North America, January 25-26, New York
 - Copenhagen/Berlin, February 27 – March 9
 - Outlook Forum, March 10 – 13
- California Cup 2025 host destination
- IPW 24 Activation – Visit the Santa Ynez Valley, Visit Santa Barbara, Chumash Enterprises
- Billboard update
- Trademark
- Activity Report for December

ACTION ITEM: Approve Revised Meeting Schedule – Shelby Sim

- Cancel March meeting due to travel
- Move May meeting to Thursday, May 16th

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 February 8, 2024, 9:00 a.m., Alisal Ranch