



Agenda – Visit the Santa Ynez Valley Board Meeting – February 8, 2024 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 January 11, 2024

ACTION ITEM: Ratify Kristopher McLaughlin, Unincorporated Hotelier, to the board

Financial report – Jim Flagg

- Review of current financials

Staff Report, to include:

- Midweek Promotion
- 2024 Q1 Travel
 - Copenhagen/Berlin, February 27 – March 9
 - Outlook Forum, March 10 – 13
- IMM North America recap
- IPW 24 Activation
- SYV Makers Project
- Taste of the Santa Ynez Valley, September 26 – 29th
- Empty Bowls Sponsor, March 9th, \$250
- SYV Pride Love Above All Ball, February 17th, \$1,000
- Wine & Chili Festival Glass Sponsorship, March 17th, \$4,000
- Activity Report for January

ACTION ITEMS: Grant Requests for Consideration:

- Women Winemakers & Culinaricians Celebration, March 7 - 10, 2024, requested amount: \$5,000, recommended amount: \$5,000
- Santa Ynez Valley Rotary, 4th of July Fireworks Show & Festival, Thursday, July 4, 2024, requested amount: \$4,000, recommended amount: \$4,000

Marketing Update – Danielle Laudon Ruse

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

Old Business & New Business

Board comments

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