



Agenda – Visit the Santa Ynez Valley Board Meeting – April 11, 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

Introduction and welcome, Director of Sales, Cynthia Gonzalez

ACTION ITEM: Approval of the board meeting minutes of February 8, 2024

Financial report – Jim Flagg

- Review of current financials

Staff Report, to include:

- Midweek Promotion complete
- 2024 Q1 Travel recaps
 - Copenhagen/Berlin, February 27 – March 9
 - Outlook Forum, March 10 – 13
- Safety Seminars recap
- IPW 24 Activation
- CA Cup 2025, Visit California & International Tour Operators
- Viking 3-day Classic Car Show, October 18-20, \$1,000
- Old Santa Ynez Day, June 22, \$3,500
- Santa Barbara Vintners Foundation Golf Classic, June 10, \$2,000
- OutWest Digital VisitSYV production, new video and photo assets, April 29 – May 1st
- Proposed Networking Reception, Thursday, May 2nd
- Activity Report for February & March

Marketing Update – Danielle Laudon Ruse

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

Old Business & New Business

Board comments

The next board meeting will be held May 16, 2024, 9:00 a.m., location TBD