



Agenda – Visit the Santa Ynez Valley Board Meeting – June 13, 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 April 11, 2024

Financial report – Jim Flagg

- Review of current financials

ACTION ITEM: Grant Request for Consideration:

- Arthritis Foundation, California Coast Classic Bike Tour, September 21 - 28, 2024 (Thursday, 9/28 in SYV), requested amount: \$5,000, recommended amount: \$3,250

PRESENTATION: A Danish Troll in Solvang

- California Nature Art Museum Executive Director Stacey Otte-Demangate to present a funding request to support 15-year art installation

Staff Report, to include:

- 2023 Annual Report submitted
- Annual Meeting, July 11, Petros Winery
- Election Results
- Taste of the Santa Ynez Valley, September 26 – 29
- Q2 Travel Recaps
 - IPW
 - California Cup
 - Zarticon Data Conference
- Q3 Upcoming Travel
 - DMA West CEO Summit, June 22 – 24, Cheyenne, WY
 - Destinations International, July 15 – 19, Tampa, FL
 - ESTO, August 10 – 14, Columbus, OH
- Special Projects & Promotions:
 - Jazz & Olive Festival, \$3,000
 - California Nature Art Museum, \$750
 - SYV Pride, \$2,500
 - Juneteenth, \$3,000
 - Elverhoj Sundowner Solstice, \$1,500
- Activity Report for May and June

ACTION ITEM: Lease Billboard on 101 South before Buellton exit – Shelby Sim

- \$4,000 monthly once City of Buellton gives approval

Marketing Update – Danielle Laudon 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 July 11, 2024, 9:00 a.m., Zoom