



## **Agenda – Visit the Santa Ynez Valley Board Meeting – July 11, 2024 9:00 a.m., Zoom**

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 June 13, 2024**

**Ratify and welcome Jeff Hartman, owner of Highline Adventures, to the board as a “member at large” director.**

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

- Danish Days 2024 – Event dates are Friday, Saturday, and Sunday, Sept 20-22.
- Requested amount: \$5,000, recommended amount: \$4,000

### **Financial report – Jim Flagg**

- Review of current financials

### **Staff Report, to include:**

- Annual Meeting, tonight, Petros Winery
- Taste of the Santa Ynez Valley update
- DMA West CEO Summit, Cheyenne, WY recap
- Q3 Upcoming Travel
  - Destinations International, July 15 – 19, Tampa, FL
  - ESTO, August 10 – 14, Columbus, OH
- Annual Retreat date
- Activity Report for June

### **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 on August 8th, 2024, at 9:00 a.m., Alisal Ranch