



Agenda – Visit the Santa Ynez Valley Board Meeting – August 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 July 11, 2024

ACTION ITEM: Ratify board officers for the term of July 1, 2024 to June 30, 2025

ACTION ITEM: Grant Request for Consideration:

- Santa Barbara County Vintners Festival, Oct. 19, 2024
- Requested amount: \$5,000, recommended amount: \$3,500

Financial report – Jim Flagg

- Review of current financials

Staff Report, to include:

- Annual Meeting recap
- Taste of the Santa Ynez Valley update
- Destinations International recap
- ESTO, August 10 – 14, Columbus, OH
- Annual Retreat date
- Billboard lease signed
- Compensation Study update
- Destination guide 2025 update
- 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 September 12, 2024, at 9:00 a.m., Alisal Ranch