



## **Agenda – Visit the Santa Ynez Valley Board Meeting – September 19, 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 August 8, 2024**

#### **ACTION ITEMS: Grant Requests for Consideration:**

- Los Olivos Day in the Country and Olde-Fashioned Christmas, Los Olivos Chamber of Commerce, October 12, December 7, 2024
  - Requested amount: \$5,000, recommended amount: \$3,500
- SYV Holiday Lights, Santa Ynez Valley Botanic Garden, December 6, 7, 13-15, 20-22, 2024
  - Requested amount: \$5,000, recommended amount: \$3,500

#### **Financial report – Jim Flagg**

- Review of current financials

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

- Taste of the Santa Ynez Valley update
- California Travel Association's CalTravel recap
- Annual retreat – October 16th
- Compensation Study update
- Destination guide 2025 launch – December 5<sup>th</sup>
- Brand USA Travel week in London – October 21-23
- Website Proposals
- Activity Report for August

#### **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 October 10, 2024, at 9:00 a.m., Alisal Ranch