



Agenda – Visit the Santa Ynez Valley Board Meeting – October 10, 2024 9:00 a.m., Alisal Ranch

9:00 a.m. Call to order and reordering of agenda (if necessary), Jonathan Rosenson

Public comment on non-agenda items – limited to three minutes

Room Introductions – Jonathan Rosenson

ACTION ITEM: Approval of the board meeting minutes of September 19, 2024

Financial report – Jim Flagg

- Review of current financials

Staff Report, to include:

- Taste of the Santa Ynez Valley recap
- Annual retreat, Chumash Casino, October 16th, 11am – 2pm
- Compensation Study update
- City of Solvang Annual Report Presentation – October 14th
- Destination guide 2025 launch – December 5th
- Form Budget Committee
- Upcoming Travel
 - Visit California Los Angeles Media Reception – October 10
 - Brand USA Travel week in London – October 21-23
- Activity Report for September

ACTION ITEM: Website Proposal

- Final meetings are scheduled with candidates ahead of the board meeting. Accept and approve recommended website proposal.

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 November 14, 2024, at 9:00 a.m., Alisal Ranch