



Agenda – Visit the Santa Ynez Valley Board Meeting – January 9, 2025 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 December 12, 2024

Financial report – Kristopher McLaughlin

- Review of current financials

ACTION ITEM: Grant for Consideration

- Women Winemakers & Culinarians Celebration, Women Winemakers & Culinarians Foundation, March 6-9, 2025
 - Requested amount: \$5,000, recommended amount: \$3,500

ACTION ITEM: Sponsorship for Consideration

- Santa Barbara Shoot Out, February 7 – 9, 2025 at Happy Canyon Polo Field, Santa Ynez, \$5,000
- VisitSYV is sponsoring the Santa Barbara Showdown at Happy Canyon Polo Field, Santa Ynez, February 1 – 2, 2025 for \$5,000. Forty teams played in the Shootout at Happy Canyon Vineyards Piocho Polo Field in Santa Ynez for the 2024 Shootout. The Santa Barbara Shootout has hotels listed on their website. The Shootout is a Stay & Play tournament. If you reserve outside the block then will be asked to switch to one of the Shootout hotels or your tournament registration will be rescinded.

Staff Report, to include:

- Form Marketing Committee
- Committee meets (voluntarily) either the second Tuesday or Second Wednesday of the month with DVA in the morning.
- Restaurant Weeks 2025, January 19 – February 1
- Midweek Membership Club Promotion 2025, January 12 – April 30
- Website update
- New board meeting location: The Landsby
- Upcoming Travel
 - IMM New York, January 21 – 24 (Shelby & Danielle)
 - VisitCA reverse Canada mission in San Diego, February 10 – 12 (Cynthia)
 - VisitCA outlook forum in Los Angeles, March 2 – 5 (Shelby, Danielle, Cynthia)
- Activity Report for December

ACTION ITEM: Revised Expense Policy – Jim Flagg

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 February 13, 2025, at 9:00 a.m., The Landsby