



**Agenda – Visit the Santa Ynez Valley Board Meeting – July 9, 2020 9:00 a.m., Chumash Casino, Santa Ynez\***

**\*The Board of Directors will meet socially distanced at Chumash Casino; due to COVID-19 Safety Protocols, the public may attend the meeting via conference line, audio only**

9:00 a.m. Call to order and reordering of agenda (if necessary), Linda Johansen, Chairman

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

Board members present – Linda Johansen

**ACTION ITEM: Board Officer Elections**

- Nomination and ratification of 20-21 Board Chairman
- Nomination and ratification of 20-21 Board Vice Chairman
- Nomination and ratification of 20-21 Board Treasurer
- Nomination and ratification of 20-21 Board Secretary

**ACTION ITEM: Approval of the minutes of the June 11, 2020 board meeting**

**Financial report – Jonathan Rosenson**

- Review of current financials

**Staff Report, to include:**

- At Home with Visit the Santa Ynez Valley video series
- Place to Be digital campaign launched
- Marketing Committee update
- COVID-19 and recovery
- PPE for hotels through partnership with CH&LA
- WineRam video production
- Solvang TBID collection
- 2020 Budget 3.0
- Visitors Center
- Resumed distribution of 2020 guide
- Dallas Travel & Adventure Show, postponed to March 2021
- Activity Report for month of June

**Marketing Update – Danielle Laudon Ruse**

- Review of updated phased media approach, website updates, ad campaigns, June VisitSYV.com web trends

**Old Business & New Business**

**Board comments**

The next board meeting will be held August 13, 2020, 9:00 a.m., tentatively scheduled in person for Board of Directors at Chumash Casino Resort, and remotely via Zoom, audio only for attending public

**Adjournment**