



Agenda – Visit the Santa Ynez Valley Board Meeting – September 9, 2021 9:00 a.m., Chumash Casino, Santa Ynez

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
Room Introductions – Linda Johansen

ACTION ITEM: Approval of the minutes of the August 12, 2021 board meeting

ACTION ITEM: Grant Request for consideration:

- Los Olivos Chamber, Day in the Country, Saturday, October 16, 2021, requested amount: \$3,500, recommended amount: \$3,000

Financial report – Jim Flagg

- Review of current financials

Staff Report, to include:

- COVID-19 Update
- Travel conferences & tradeshow
 - ESTO recap, Los Angeles, August 15-17,
 - Winner for Digital Campaign “The Place to Be”.
 - CH&LA Crystal Ball Conference recap, Napa, August 26th
 - IPW, Las Vegas, September 18-22
 - Telluride Wine Festival, Telluride, September 23-26
 - SYV Polo Classic People Helping People donation
 - Cal-Travel, Huntington Beach, September 14
 - Shelby to speak on Small DMO Covid Recovery Panel
- DiscoverSYV Update, filming underway
- TasteSYV Update
- 2022 Budget Committee Formation
- Activity Report for month of August

Marketing Update – Danielle Laudon Ruse

- Review of current media approach, DVA ad campaigns, SEO, August VisitSYV.com web trends, Visit Widget update

Old Business & New Business

Board comments

The next board meeting will be held October 14, 2021, 9:00 a.m., at Chumash Casino Resort, Santa Ynez

Adjournment