



## **Agenda – Visit the Santa Ynez Valley Board Meeting – November 14, 2024 9:00 a.m., Alisal Ranch**

8:30 a.m. – 9:00 a.m. Closed Session

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 October 10, 2024**

#### **Financial report – Jim Flagg**

- Review of current financials

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

- Annual planning meeting recap
- BrandUSA Travel week in London recap
- Visit California LA Media Recap
- Destination guide 2025 launch – December 5, Roblar Winery, 5 – 7pm
- Budget Committee update
- Restaurant Weeks 2025, January 19 – February 1
- Midweek Membership Club Promotion 2025, January 12 – April 30
- Website update
- Upcoming Travel
  - Go West Summit, January 6 – 9 (Cynthia)
  - IMM New York, January 21 – 24 (Shelby & Danielle)
  - VisitCA reverse Canada mission in San Diego, February 10 – 12 (Cynthia)
  - USA Travel show in Copenhagen, February 26 – 28 (Shelby)
  - Swanson Consumer show in Sweden, March 1 (Shelby)
  - VisitCA outlook forum in Los Angeles, March 2 – 5 (Shelby, Danielle, Cynthia)
- Activity Report for October

#### **Marketing Update – Shelby Sim**

- 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 December 12, 2024, at 9:00 a.m., Alisal Ranch