



**Agenda – Visit the Santa Ynez Valley Board Meeting – November 18, 2021 9:00 a.m., Chumash Casino, Santa Ynez**

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 minutes of the September 9, 2021 board meeting**

**ACTION ITEM: Approval of the minutes of the October 14, 2021 board meeting**

**Financial report – Jim Flagg**

- Review of current financials

**Informational: Annual Staff Performance Review**

**Staff Report, to include:**

- COVID-19 Update
- Solvang Tourism Committee – October 14<sup>th</sup> meeting recap
- DiscoverSYV filming underway
- 2022 Destination Guide
  - Paper update
  - Launch Date: January 13<sup>th</sup>
- Restaurant Weeks 2022 update
- Sunset & TasteSYV update
- Membership renewals & member appreciation reception
  - Thursday, December 9<sup>th</sup>
- Midweek Promotion update
- KEYT seasonal ad buy
- Holiday décor sponsorships
  - Solvang Alisal windmill decorations
  - Los Alamos, Los Olivos & Santa Ynez
- STR reports
- Activity Report for month of October

**ACTION ITEM: Printing cost for 2022 Destination Guide – Shelby Sim**

- Cover half of printing cost increase for 2022 guide with Griffin Publishing, \$7,500

**ACTION ITEM: Approve 2022 Budget – Shelby Sim**

- Preapproved by budget committee

**ACTION ITEM: Approve 2022 DVA Spend – Shelby Sim & Danielle Laudon Ruse**

- Preapproved by marketing committee, \$245,000 (increase over 2021 allocation allows for enhancing annual campaign with geo-conquesting, connected tv advertising and native advertising)

**ACTION ITEM: Approve Web Maintenance Contract with FirstStreet Creative**

- Two-year contract, savings of 50% annually on prior contract

**ACTION ITEM: Approve Zartico**

- One year contract purchasing data via Zartico, includes 3 years of purchasing and visitation data to the Santa Ynez Valley, \$20,000

**Marketing Update – Danielle Laudon Ruse**

- October review of media approach, website updates, ad campaigns, SEO and web trends

**Old Business & New Business**

**Board comments**

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

**Adjournment**