**Agenda – Visit the Santa Ynez Valley Board Meeting – November 8, 2018 9:00 a.m., Chumash Casino, Santa Ynez**

**8:30 a.m. Meeting begins in Closed Session for Executive Review   
  
9:00 a.m. Meeting opens to the public; call to order & 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 October 11, 2018 board meeting**

**Financial report – Shelby Sim**

* **Review of October 2018 financials**

**Oniracom Presentation**

* **Oniracom has provided a proposal which includes 2019 creative, execution, and Actionable Intelligence Survey**
* **ACTION ITEM: Accept or request revised proposal**

**President/CEO Report to include:**

* **IMEX Recap, October 16 – 18th**
* **LA Activation recap, November 1-4th**
* **Board Retreat recap, November 5th**
* **2019 Destination Guide Update**
* **Spirit 2.0 Update**
* **Activity Report for month of October**

**ACTION ITEM: Form Budget Committee**

**Marketing Update – Danielle Laudon Ruse**

* **Review of October VisitSYV.com web trends, DVA Campaign, Marketing & SEO update**

**Board comments**

**The next board meeting will be held December 13, 2018, 9:00 a.m., Chumash Casino.**