



Agenda – Visit the Santa Ynez Valley Board Meeting – December 12, 2024 9:00 a.m., Alisal Ranch

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 November 14, 2024

ACTION ITEM: Ratify Kristopher McLaughlin as Treasurer starting January 1, 2025

Financial report – Kristopher McLaughlin

- Review of current financials

ACTION ITEM: Approval of budget committee's proposed 2025 budget

ACTION ITEM: Grant for Consideration

- Garagiste Festival, Garagiste Events Inc., February 7-9, 2025
 - Requested amount: \$7,500, recommended amount: \$3,250

Staff Report, to include:

- Destination guide 2025 launch recap
- Restaurant Weeks 2025, January 19 – February 1
- Midweek Membership Club Promotion 2025, January 12 – April 30
- Website update
- New board meeting location: The Landsby
- 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)
 - VisitCA outlook forum in Los Angeles, March 2 – 5 (Shelby, Danielle, Cynthia)
- Activity Report for November

Marketing Update – Danielle Laudon Ruse

- 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 January 9, 2024, at 9:00 a.m., The Landsby