



Agenda – Visit the Santa Ynez Valley Board Meeting – March 13, 2025 9:00 a.m., The Landsby

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 February 13, 2025

ACTION ITEM: Grant Request, SYV Rotary, 4th of July Fireworks Celebration – Shelby Sim

- Requested amount: \$4,000, Recommended amount: \$3,250

ACTION ITEM: Solvang Festival Theater 2025 Season Sponsorship – Shelby Sim

- Presenting Sponsor, \$10,000
- Sponsorship includes live onstage performances during Spring & Fall seasons and Summer Sunday afternoon “Music in the Garden” Series

Financial report – Kristopher McLaughlin

- Review of recent financials

Staff Report, to include:

- Website update
- Employee Handbook
- Membership update
- California Cup update
- IPW update
- BrandUSA Travel Week update
- Solvang Chamber annual sponsorship, \$2,500
- Recent Travel
 - VisitCA Outlook Forum in Los Angeles, March 2 – 5 (Shelby, Danielle, Cynthia)
- Activity Report for February

Marketing Update – Danielle Laudon Ruse

- Review of media approach, social channels, website updates, ad campaigns

Sales Update – Cynthia Gonzalez

Old Business & New Business

Board comments

The next board meeting will be held on April 10, 2025, at 9:00 a.m., The Landsby