



**Agenda – Visit the Santa Ynez Valley Board Meeting – April 10, 2025 9:00 a.m., The Landsby**

9:00 a.m. Call to order and reordering of agenda (if necessary), Shelby Sim

Public comment on non-agenda items – limited to three minutes

Room Introductions – Shelby Sim

**ACTION ITEM: Approval of the board meeting minutes of March 13, 2025**

**Financial report – Kristopher McLaughlin**

- Review of recent financials

**Staff Report, to include:**

- Website update
- Employee Handbook
- California Cup update
- IPW update
- Los Alamos Theater Group ad, \$100
- Upcoming Travel
  - IPW, Chicago, June 14 – 19 (Shelby & Cynthia)
- Activity Report for March

**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 May 8, 2025, at 9:00 a.m., The Landsby