



Agenda – Visit the Santa Ynez Valley Board Meeting – June 3, 2025 9:00 a.m., SYV Marriott

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 May 8, 2025

Financial report – Kristopher McLaughlin

- Review of recent financials

Staff Report, to include:

- Certify Board Election Results
- Annual Meeting, Tuesday, June 3, 10:30am – 12:30pm, SYV Marriott
- California Cup update
- IPW update
- SYV Aquatics to present in the fall
- Danielle's Maternity Leave
- Upcoming Travel
 - IPW, Chicago, June 14 – 19 (Shelby & Cynthia)
 - Destinations International Annual Conference, Chicago, July 8 (Shelby)
 - Leadership Summit, One West Tourism Alliance, Park City, July 28 – 30 (Shelby)
 - ESTO, US Travel Association, Phoenix, August 17 – 19 (Tentative, Shelby)
 - BrandUSA Travel Week, London, October 20 – 23 (Shelby)
- Activity Report for May

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 a July date (to be confirmed), at 9:00 a.m., The Landsby