



**Agenda – Visit the Santa Ynez Valley Board Meeting – July 17, 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 June 3, 2025**

**ACTION ITEM: Ratify board officers for the term of July 1, 2025 to June 30, 2026**

**Financial report – Kristopher McLaughlin**

- Review of recent financials

**ACTION ITEMS: Grants for consideration**

- California Coast Classic Bike Tour, Arthritis Foundation, September 11 - 12, 2025
  - Requested amount: \$5,000, recommended amount: \$3,000
- Day in the Country and Olde Fashioned Christmas, Los Olivos Chamber, Sat, Oct 11, 2025 and Sat, Dec 6, 2025
  - Requested amount: \$5,000, recommended amount: \$3,000

**Staff Report, to include:**

- Annual Meeting review
- California Cup review
- IPW review
- Destinations International Annual Conference recap
- SYV Pride parade sponsorship, \$1,500
- Old Santa Ynez Day & Founders Dinner sponsorships, \$2,000
- Santa Ynez 3-day rodeo sponsorship, \$3,000
- Activity Report for June

**Marketing Update – Shelby Sim**

- 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 August 14, at 9:00 a.m., The Landsby