



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

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

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

Room Introductions – Jonathan Rosenson

ACTION ITEM: Approval of the board meeting minutes of January 9, 2025

Financial report – Kristopher McLaughlin

- Review of recent financials

Staff Report, to include:

- Restaurant Weeks 2025 recap
- Midweek Membership Club Promotion update
- Website update
- Employee Handbook
- Membership update
- Chumash web advertising update
- Data vendor update
- Vintners BID update
- Billboard update
- Recent Travel
 - GoWest Summit Palm Springs, January 6 – 9 (Cynthia)
 - IMM New York, January 20 - 24 (Shelby & Danielle)
 - VisitCA reverse Canada mission San Diego, February 10 – 12 (Cynthia)
- Upcoming Travel
 - VisitCA outlook forum in Los Angeles, March 2 – 5 (Shelby, Danielle, Cynthia)
- Activity Report for January

Marketing Update – Danielle Laudon Ruse

- Review of media approach, social channels, website updates, ad campaigns, SEO, data tracking and Restaurant Weeks

Old Business & New Business

Board comments

The next board meeting will be held on March 13, 2025, at 9:00 a.m., The Landsby