



## **Agenda – Visit the Santa Ynez Valley Board Meeting – August 14, 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 July 17, 2025**

#### **Financial report – Kristopher McLaughlin**

- Review of recent financials

### **ACTION ITEMS: Grants for consideration**

- Danish Days, September 19, 20, 21, 2025
  - Requested amount: \$5,000, recommended amount: \$4,000
- SBC Vintners Annual Festival, Oct 18, 2025
  - Requested amount: \$5,000, recommended amount: \$3,500

#### **Staff Report, to include:**

- Taste Update
- Website update
- Upcoming Travel
  - Destination CALIFORNIA– San Diego – September 7-9 (Cynthia)
  - Small & Boutique Meetings – Park City – October 26-28 (Cynthia)
  - BrandUSA Travel Week, London, October 18 – 23 (Shelby)
- Activity Report for July

### **ACTION ITEM: 2027 Destination Guide**

- Publication Committee recommends signing a 1-year contract with Griffen Publishing to produce the 2027 Destination guide at a significant savings from the prior contract.

### **ACTION ITEM: Buellton Billboard**

- Lease the Billboard on South 101 as entering Buellton for 3 years at \$4000 monthly starting 1/1/26
- Subleasing to partners
  - Chumash Foundation 3-6 months
  - Santa Barbara County Vintners Association 3 months

### **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 September 11th, at 9:00 a.m., The Landsby