



Agenda – Visit the Santa Ynez Valley Board Meeting – September 11th, 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 August 14, 2025

Financial report – Kristopher McLaughlin

- Review of recent financials

Staff Report, to include:

- Taste update
- Website update
- Billboard Update
- Propose moving the October meeting back a week to the 16th
- \$1,000 sponsorship of Hispanic Heritage Month Celebration in Solvang on 9/28
- Upcoming Travel
 - BrandUSA Travel Week, London, October 18 – 23 (Shelby)
 - Small & Boutique Meetings – Park City – October 26-28 (Cynthia)
- Activity Report for August

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 October 16th, at 9:00 a.m., The Landsby