



Agenda – Visit the Santa Ynez Valley Board Meeting – October 16, 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 September 11, 2025

Financial report – Kristopher McLaughlin

- Review of recent financials

Staff Report, to include:

- Taste recap
- \$4,000 donation to Community Health Centers of the Central Coast (CHC)
- \$2,000 donation to SYV People Helping People to help complete building renovation
- \$325 Sponsorship of Los Alamos Old Days
- \$500 Sponsorship of Santa Ynez Valley Foundation Champions of the Valley
- \$500 Sponsorship of Movies in the Park at Dunn School (for the SYV)
- Upcoming Travel
 - BrandUSA Travel Week, London, October 18 – 23 (Shelby)
 - Small & Boutique Meetings – Park City – October 26-28 (Cynthia)
- Activity Report for September

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 November 13th, at 9:00 a.m., The Landsby