



Agenda – Visit the Santa Ynez Valley Board Meeting – November 13, 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 October 16, 2025

Financial report – Kristopher McLaughlin

- Review of recent financials

ACTION ITEM

- Grant Request: City of Solvang, Julefest, 11/28/25 – 1/4/26
 - Amount requested: \$5,000, Amount recommended: \$5,000

SYV Community Aquatics Presentation

Staff Report, to include:

- BrandUSA Travel Week recap
- Destination Guide Update
 - Launch Party Reception December 4, 2025
- Billboard Update
- Create Budget Committee
- Planning Meeting January 2026
- Staff Update
- Activity Report for October

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 December 11th, at 9:00 a.m., The Landsby