



Agenda – Visit the Santa Ynez Valley Board Meeting – January 8, 2026, 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 December 11, 2025

Financial report – Kristopher McLaughlin

- Review of recent financials

Staff Report, to include:

- **Billboard Update**
- **Midweek Membership Club**
- **Restaurant Weeks**
- **Upcoming Travel**
 - **IMM North America, NYC, January 20 – 22, 2026 (Danielle)**
- **Activity Report for December**

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 February 12, 2026 at 9:00 a.m., The Landsby