



Agenda – Visit the Santa Ynez Valley Board Meeting – February 12, 2026, 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 January 8, 2026

Financial report – Kristopher McLaughlin

- Review of recent financials

ACTION ITEMS: Grant Requests

- Women Winemakers & Culinarians Foundation, Women Winemakers & Culinarians Celebrations 1/18, 3/6 – 3/7, 4/11, 8/15
 - Amount requested: \$5,000, Amount recommended: \$3,500

Staff Report, to include:

- Restaurant Weeks recap
- IMM North America recap (Jan 20 – 22, NYC)
- TasteSYV 2026 update (Oct 1 – 4)
- March Board Meeting, Mar 19
- Upcoming Travel
 - Visit California Outlook Forum, Chula Vista (Shelby, Danielle, Cynthia)
 - GoWest Summit, Mar 30 – Apr 3, Las Vegas (Cynthia)
- Activity Report for January

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 March 19, 2026 at 9:00 a.m., The Landsby