



Agenda – Visit the Santa Ynez Valley Board Meeting – March 19, 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

Financial report – Kristopher McLaughlin

- Review of recent financials

ACTION ITEMS: Open Officer Positions

- Approval Vote to appoint Greer Araujo as Vice Chairman
- Approval Vote to appoint Camden Wirick as Treasurer

ACTION ITEM: Approval of the board meeting minutes of January 8, 2026 and February 12, 2026

Staff Report, to include:

- Billboard Update
- Women Winemakers & Culinarians Foundation, \$3,500 grant awarded
- Midweek Membership Club
- Visit California Outlook Forum recap
- Wine Donations
 - 2 cases each to Solvang & Buellton Chambers, 5 cases to Solvang Festival Theater, 4 cases to Santa Barbara Channel Keepers
- One West Tourism Alliance Leadership Summit, June 22 – 24
- Upcoming Travel
 - GoWest Summit, Mar 30 – Apr 3, Las Vegas (Cynthia)
- Activity Report for February

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 April 9, 2026 at 9:00 a.m., The Landsby