



**Agenda – Visit the Santa Ynez Valley Board Meeting – April 9, 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 ITEMS: Ratify Josh Lujan**

- Approval Vote to appoint Josh Lujan of Ballard Inn as board member representing unincorporated hotelier

**Financial report – Camden Wirick**

- Review of recent financials

**ACTION ITEM: Approval of the board meeting minutes of March 19, 2026**

**ACTION ITEM: Grant Request for Consideration**

- Los Olivos Rotary, Jazz & Olive Festival, June
  - Amount requested: \$4,000, Amount recommended: \$2,500

**PCPA Presentation – Kelly Stegall**

- Midweek performances and partnership opportunity

**Staff Report, to include:**

- Midweek Membership Club
- One West Tourism Alliance Leadership Summit, June 22 – 24
- GoWest Summit Recap, Mar 30 – Apr 3, Las Vegas (Cynthia)
- Upcoming Travel
  - California Cup, Irvine, April 13 – 17 (Shelby)
  - IPW, Fort Lauderdale, May 17 – 22 (Cynthia, Danielle)
- Activity Report for March

**Marketing Update – Shelby Sim**

- Review of 2026 Marketing and PR to date

**Sales Update – Cynthia Gonzalez**

**Old Business & New Business**

**Board comments**

The next board meeting will be May 14, 2026 at 9:00 a.m., The Landsby