



Agenda – Visit the Santa Ynez Valley Board Meeting – May 14, 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 – Camden Wirick

- Review of recent financials

ACTION ITEM: Approval of the board meeting minutes of April 9, 2026

Staff Report, to include:

- California Cup Recap
- One West Tourism Alliance Leadership Summit, June 22 – 24
- TasteSYV Oct 1 -4, 2026 update
- Staff update
- Board elections
- Upcoming Travel
 - IPW, Fort Lauderdale, May 17 – 22 (Danielle, Shelby)
- Activity Report for April

Marketing Update – Danielle

- Review of 2026 Marketing, PR, Website and Social

Old Business & New Business

Board comments

The next board meeting will be June 11, 2026 at 9:00 a.m., The Landsby