



Agenda – Visit the Santa Ynez Valley Board Meeting – July 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 Gretchen Baldwin

- Appoint Gretchen Baldwin of Santa Ynez Valley Marriott as board member representing Buellton hotelier

ACTION ITEM: Approval of the board meeting minutes of June 11, 2026

Financial report – Camden Wirick

- Review of recent financials

Solvang Cinema Arts Presentation – Elizabeth Orona

Staff Report, to include:

- TasteSYV update
- CEO Summit recap
- Annual meeting date – Thursday, September 17th
- Recent Sponsorships
 - Danish Days - \$3,500
 - Arthritis Foundation - \$3,000
 - Solvang Cinema Arts - \$500
- Upcoming Travel
 - ESTO, Philadelphia August - (Danielle)

Marketing Update – Danielle

- Review of 2026 Marketing, PR, Website and Social

Old Business & New Business

Board comments

The next board meeting will be August 13, 2026 at 9:00 a.m., The Landsby