



Agenda – Visit the Santa Ynez Valley Board Meeting – August 13, 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 ITEM: Ratify board officers for the term of July 1, 2026 to June 30, 2027

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

Financial report – Camden Wirick

- Review of recent financials

Staff Report, to include:

- TasteSYV update
- Annual meeting date – Thursday, September 17th, 4-6pm, The Tavern at Zaca Creek (Buell House)
- Recent Sponsorships
 - Los Olivos Chamber, Los Olivos Day in the Country and Olde Fashioned Christmas, \$3,500
 - SYV Foundation - \$500
 - Solvang Chamber of Commerce, State of the City - \$1,000
- TBID Renewal Status
- 2027 Destination Guide Launch, December 8th, Location TBD
- Upcoming Travel
 - ESTO, Philadelphia August 23 – 26th (Danielle)

Marketing Update – Danielle

- Review of 2026 Marketing, PR, Website and Social

Old Business & New Business

Board comments

The next board meeting will be September 17th, 2026 at 9:00 a.m., Zoom