



Agenda – Visit the Santa Ynez Valley Board Meeting – September 17, 2026, 9:00 a.m., Zoom

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 Clayton Van Hooudonk, General Manager of The Inn at Mattei's Tavern, to unincorporated hotelier board position

ACTION ITEM: Approval of the board meeting minutes of August 13, 2026

Financial report – Camden Wirick

- Review of recent financials

ACTION ITEM: Grant Requests

- SY Winter Showdown 2027, Cal Coast Sports Ventures, LLC, January 30 – 31, amount requested \$5,000, amount recommended, \$3,500
- SB Shootout 2027, 805 Lacrosse Project, February 5, 6, 7th amount requested, \$5,000, amount recommended, \$3,500

Staff Report, to include:

- TasteSYV update
- Annual meeting– Thursday, September 17th, 4-6pm, The Tavern at Zaca Creek (Buell House)
- Recent Sponsorships
 - Vikings 3 day car show - \$1,000
 - Danish Days - \$3,500
 - Santa Rita Hills Winegrowers Alliance, 4 day Wine & Fire festival – \$1,000
 - Olive Crest, Sex Trafficking Prevention Support – \$500
 - Los Alamos Theater Group – \$500
- TBID Renewal Status
- Proposed October board meeting date: October 15th
- 2027 Destination Guide Launch, December 8th, 1880 Union Hotel
- ESTO Recap, Philadelphia August 23 – 26th (Danielle)
- Upcoming Travel
 - Visit California Pacific Northwest Media Mission, Seattle & Vancouver, November 4-5th (Danielle)

Marketing Update – Danielle

- Review of 2026 Marketing, PR, Website and Social

Old Business & New Business

Board comments

The next board meeting is proposed for Thursday, October 15th, 2026 at 9:00 a.m., The Landsby