Agenda – Visit the Santa Ynez Valley Board Meeting – October 15, 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: Approval of the board meeting minutes of September 17, 2026

Financial report – Shelby Sim

- Review of recent financials

Staff Report, to include:

- TasteSYV recap
- TBID Renewal Status
- Annual Meeting recap
- Completed annual presentations to City of Solvang and City of Buellton
- 2027 Destination Guide Launch, December 8th, 1880 Union Hotel
- Upcoming Travel
    - Visit California Pacific Northwest Media Mission, Seattle & Vancouver, November 4-5th (Danielle)
    - Visit California International Reverse Trade Mission (Canada, Mexico, Australia, UK), Santa Monica, December 14-15 (Shelby Sim)

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, November 12, 2026 at 9:00 a.m., The Landsby