

Monthly VB Reports

June 2014 (reported in July 2014)

During the month of June the Visitors Bureau worked with Kosmont on the follow up with retailers from the ICSC Recon convention and assisted with information for the hotel survey which went out to our Buellton lodging properties. We are waiting for the results to come in.

The Board approved the budget for the 2014-2015 fiscal year which was presented to the City Council at the time of the contract renewal.

The Bureau ordered new banners for the poles along the Avenue and Hwy 246 with a patriotic theme to carry us through the summer months.

Kathy welcomed a group to Flying Flags and spoke with them as well as distributed welcome bags to each group member.

We continued the social media contract for another quarter and continue to work on contracts for advertising in the upcoming fiscal year.