

Minutes of the Board of Directors of Visit the Santa Ynez Valley March 6, 2014

Visit the Santa Ynez Valley held a board meeting on March 6, 2014 at SYV Marriott, 555 McMurray Road, Buellton. The meeting was called to order by President Mike Hendrick at 9:06 a.m. Board members present included Mike Hendrick, President, Linda Johansen, Vice President, Bion Rice, Treasurer, Jessy Osehan, Secretary, Chris Bashforth, James Colvin, Christine Forsyth, Sandra Hallmann, Dave Pollock. Mary Harris, Executive Director, was present.

Minutes of the February 6, 2014 board meeting were approved (Linda Johansen moved, Christine Forsyth seconded).

Mary Harris presented her Executive Director update and the January/February budget/actuals.

Grant request from Solvang Danish Days Foundation for \$5000 was unanimously approved.

An ad hoc subcommittee to discuss changes in grant and sponsorship procedures was moved by Bion Rice, seconded by Christine Forsyth, and unanimously approved. Chris Bashforth, Sandra Hallman and Dave Pollock were appointed, and will be assisted by Executive Director Mary Harris. Preliminary ideas are projected for the April 3 board meeting.

E-commerce request for continuation of the Trip Advisor contract was tabled, pending further study and discussion with CVB partners in Solvang and Buellton, as well as with DVA.

Ad hoc publications committee (Mike Hendrick, Christine Forsyth and Jessy Osehan) reported that an information meeting with prospective publishers on a Santa Ynez Valley visitor publication is scheduled for March 10 and that it is anticipated that proposals will be vetted at the April 3 meeting.

Christine Forsyth, representative of the VisitSYV board on Santa Ynez Valley Tourism Marketing Alliance, reported for the alliance. The board expressed interest in having the visitors attracted through DVAs advertising efforts to land on the new Visit SYV site when it debuts in April. This request will be communicated to the Alliance and to DVA for comment.

Web site update and demonstration of the member portal was conducted by Seth Shomes and Marc Ertel of FirstStreet Creative. Along with ad hoc committee members Mike Hendrick and Jessy Osehan, the FSC team has been working with Danielle Laudon and Mary Harris to refine the member portal and to get VisitSYV members to sign up on the site. The consumer site will be previewed at the next board meeting, prior to official launch on April 7.

A discussion on membership criteria was conducted by Mike Hendrick and will result in more comprehensive criteria for VisitSYV membership, including geographic and business type. It was generally agreed that our focus is those whose primary business is located within the Santa Ynez Valley, and/or which brings visitors here (such as a transportation company).

The meeting adjourned at 10:45 a.m. until Thursday, April 3, 2014, 9:00 a.m. at the SYV Marriott.

Prepared by Mary Harris, Executive Director

Approved by Jessy Osehan, Secretary