

Minutes of the Board of Directors of Visit the Santa Ynez Valley April 3, 2014

Visit the Santa Ynez Valley held a board meeting on April 3, 2014 at SYV Marriott, 555 McMurray Road, Buellton. The meeting was called to order by President Mike Hendrick at 9:45 a.m. Board members present included Mike Hendrick, 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 March 6, 2014 board meeting were approved (Sandra Hallman moved, Chris Bashforth seconded, all in favor). Future minutes should indicate when any grant awards will be paid out.

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

Ad hoc publications committee (Mike Hendrick, Christine Forsyth and Jessy Osehan) introduced three publishers who submitted proposals for a 2015 visitor guide. The board will review their proposals and make a decision by late April.

The ad hoc subcommittee to discuss changes in grant and sponsorship procedures consisting of Chris Bashforth, Sandra Hallman and Dave Pollock has met and will present a report to the board on May 1, including an evaluation tool to assist in decision making.

The board approved a proposal by SpeedRFP to continue membership without cost for eligible hotels for another year, based on an agreement by the board to sponsor 4 promotional messages from SpeedRFP to the entire hotel membership.

The proposal from Touring and Tasting was tabled to the next meeting.

The board approved the \$5000 proposed budget for Craft Beer Month.

The meeting adjourned at 11:30 p.m. until Thursday, May 1, 2014, 9:00 a.m. at the SYV Marriott.

Prepared by Mary Harris, Executive Director

Approved by Jessy Osehan, Secretary