

Minutes of the Board of Directors of Visit the Santa Ynez Valley July 10, 2014

Visit the Santa Ynez Valley held a board meeting on July 10, 2014 at SYV Marriott, 555 McMurray Road, Buellton. The meeting was called to order by President Mike Hendrick at 9:00 a.m. and the agenda was reordered to announce board election results after approval of minutes. Board members present included Mike Hendrick, President, Linda Johansen, Vice President, Jessy Osehan, Secretary, Chris Bashforth, James Colvin, Christine Forsyth, Sandra Hallmann, David Pollock. Danielle Laudon, Marketing & Communications Manager, was present. Bion Rice, Treasurer, arrived at 9:05 a.m.

Minutes of the June 12, 2014 board meeting were approved (Linda Johansen moved, Christine Forsyth seconded, all others in favor).

Mike Hendrick presented the VisitSYV "at large" board member election results, in which Kady Fleckenstein was voted in as a 2014-2016 "At Large" board member. Linda Johansen made a motion to accept the new Board of Directors slate as presented (Sandra Hallman seconded, all others in favor). Motion carried and Kady Fleckenstein took over the "At Large" position previously held by Chris Bashforth.

Bion Rice presented current financials.

Grant requests: The board unanimously approved the recommended amount of \$4,000 to Santa Barbara County Vintners for Celebration of Harvest, with funds to be distributed in September 2014. Linda Johansen made the motion to approve the grant (James Colvin seconded, all others in favor).

Membership subcommittee presentation was led by David Pollock, Sandra Hallman & Bion Rice. To allow adequate time for Executive Director Interviews, President Mike Hendrick recommended board hold off on voting for changes to membership criteria and benefits.

Board retreat update by Jessy Osehan was waived due to time constraints.

SYVTMA Report by Christine Forsyth and Linda Johansen was tabled until next board meeting, in which it will be prioritized as the first line item after approval of minutes at the August 7th meeting.

Danielle Laudon was instructed to send Board of Directors the proposal for the SYV Wine Month budget for a vote via email. Results will be announced at August 7th meeting.

The meeting went into closed session for Executive Director Interviews at 10:15 a.m. The meeting adjourned until Thursday, August 7, 9:00 a.m. at the SYV Marriott.

Prepared by Danielle Laudon,
Marketing & Communications Manager

Approved by Jessy Osehan,
Secretary