

Minutes of the Board of Directors of Visit the Santa Ynez Valley June 12, 2014

Visit the Santa Ynez Valley held a board meeting on June 12, 2014 at SYV Marriott, 555 McMurray Road, Buellton. The meeting was called to order by President Mike Hendrick at 9:04 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. Danielle Laudon, Marketing & Communications Manager, was present.

Minutes of the May 8, 2014 board meeting were approved (Linda Johansen moved, Sandra Hallman seconded, all others in favor).

Mike Hendrick presented the Executive Director report on behalf of former Executive Director, Mary Harris.

Bion Rice will email current financials to board.

Grant requests: The board unanimously approved the recommended amount of \$2,000 to Solvang Third Wednesday for the Scarecrow Contest, with funds to be distributed in October 2014. Linda Johansen made a motion to reconsider additional funds for the Scarecrow Contest at a future board meeting, Bion seconded, all in favor. The board unanimously approved the recommended amount of \$2,000 to the Artists Guild of the Santa Ynez Valley for 28th annual Los Olivos Quick Draw and Arts Festival, with funds to be distributed in September 2014. The board unanimously approved the recommended amount of \$2,000 to the Los Alamos Valley Men's Club for Los Alamos Old Days, with funds to be distributed in September 2014.

Phil Janney of Griffin Publishing presented a Destination Guide update and proposed a distribution budget of \$20,830 for 2015. Sandra Hallman moved to put a line item on the 2015 budget for the proposed \$20,830 distribution cost; Chris Bashforth seconded, Linda Johansen abstained, all others in favor.

Jim Colvin departed the meeting.

Danielle Laudon presented an update on membership and web sales and provided comparison A/R Summaries for November 2013 and June 2014. The board agreed to write off the outstanding November invoices as bad debt and for VisitSYV to pursue the outdated members as new members. An ad hoc membership subcommittee was formed by Bion Rice, Sandra Hallman and Dave Pollock. Jessy Osehan made a motion; Linda seconded, all others in favor with the exception of Jim Colvin, now absent.

Board retreat update by Jessy Osehan was tabled until next board meeting.

SYVTMA Report by Christine Forsyth and Linda Johansen was tabled until next board meeting.

The board approved the wording and timeline for the VSYV Board election process; Linda moved for election slate to go out as is, Christine seconded, all in favor with the exception of Jim Colvin, now absent.

The meeting adjourned at 11:05 am until Thursday, July 10, 9:00 am at the SYV Marriott.

Prepared by Danielle Laudon,
Marketing & Communications Manager

Approved by Jessy Osehan,
Secretary