

Minutes of the Board of Directors of Visit the Santa Ynez Valley August 7, 2014

Visit the Santa Ynez Valley held a board meeting on August 7, 2014 at SYV Marriott, 555 McMurray Road, Buellton. The meeting was called to order by President Mike Hendrick at 9:01 a.m. In reviewing the order of the agenda, Jessy Osehan made a motion to table the FSC Contract Review line item until a date to be determined, giving new Executive Director Shelby Sim time to review the contract and provide recommendations to the board. Board members present included Mike Hendrick, President, Linda Johansen, Vice President, Jessy Osehan, Secretary, James Colvin, Christine Forsyth, Sandra Hallmann, David Pollock. Shelby Sim, Executive Director, and Danielle Laudon, Marketing & Communications Manager, were present.

Minutes of the July 10, 2014 board meeting were approved (Linda Johansen moved, Jessy Osehan seconded; all others in favor).

Mary Angelo of DVA presented a PowerPoint presentation, demonstrating the work achieved by DVA thus far for the Santa Ynez Valley Tourism Marketing Alliance (SYVTMA). For all future reports, the board will receive email copies. Jessy made a motion for an ad-hoc subcommittee to include Christine Forsyth, Linda Johansen and Shelby Sim to formulate a plan for VisitSYV to be the lead agency in a valley-wide tourism marketing alliance with DVA. (Sandy seconded; all others in favor).

In Treasurer Bion Rice's absence, President Mike Hendrick presented the financial report.

Grant requests: The board unanimously approved the recommended amount of \$3,500 to the Santa Ynez Valley Historical Museum, with funds to be distributed in October 2014. Linda Johansen made the motion to approve the grant (Jessy Osehan seconded; all others in favor).

Dave Pollock requested information on timing and procedure for board officer elections, asking whether we were set for the next terms. Danielle Laudon will send board members most recent copy of bylaws for the board to come back with ideas and revisions for who can be a voting/non-voting member of this organization, and who is eligible to be a board member. Linda made a motion to continue this discussion on next agenda (Sandy seconded; all others in favor).

Dave Pollock reviewed the membership subcommittee action items passed by the board via email vote. The following passed as recommendations for new Executive Director Shelby Sim:

- **Membership Boundaries:** The board voted to accept recommendation by Membership subcommittee to define geographic boundaries for membership eligibility. The boundaries encompass the six communities plus Lompoc and Santa Maria as well as 154 down to the 101. To be eligible, businesses must have a physical footprint within the bounded area. Conditions are 1) exclusion of non-TBID hotels, 2) review existing members that are outside of the boundary, and 3) consider all new membership applications on a case-by-case basis.
- **Allow Non-Member Advertising – Website:** The board voted to accept recommendation to allow advertising on website by non-members. Conditions are 1) exclusion of non-TBID hotels, 2) higher rate schedule for non-VSYV members, and 3) all ads reviewed prior to publishing.
- **Align Non-Member Advertising Policy for Both Web & Print Ads.** The board voted to accept proposal to align VSYV advertising policies by applying the same to both web print ads.
- **Volume Discount Membership Pricing Schedule Proposal.** The board voted to accept a proposal to offer each Griffin Publishing and First Street Creative an opportunity to purchase full VSYV memberships for their advertising clients (full rate = \$250) at a discounted rate of \$125. Conditions include 1) each must bring a minimum of 10 new memberships to be eligible for the preferential pricing, and 2) invoicing will be directly to Griffin or FSC who will accept responsibility for payment.

Before voting on additional open items in the membership subcommittee's reports and recommendations, all items will be reviewed by Shelby Sim, so that he can make his own recommendations. Linda Johansen made the motion to continue this discussion at next meeting (Christine Forsyth seconded; all others in favor).

The board made a recommendation to extend the board meetings to 2 hours, and also made a recommendation that we consider more formality in the meetings, incorporating the public into making comment on agenda items. The new format for public meetings will be as follows: agenda item will first allow for board members to discuss, and then call on vendors and/or public to make comments. Then members will vote on an action to be taken on the agenda item. Dave made the motion (Jessy seconded, all others in favor).

Danielle Laudon announced that the board voted by email to approve a \$5,000 budget for SYV Wine Month.

During Board Comments, Christine Forsyth requested that Board Retreat Recap is reviewed by Jessy Osehan at the next board meeting.

Linda made a motion to adjourn 10:58am (Jessy seconded, all others in favor). The meeting adjourned until Thursday, September 4, 9:00 a.m. at the SYV Marriott.

Prepared by Danielle Laudon,
Marketing & Communications Manager

Approved by Jessy Osehan,
Secretary