

Minutes of the Board of Directors of Visit the Santa Ynez Valley September 4, 2014

Visit the Santa Ynez Valley held a board meeting on September 4, 2014 at SYV Marriott, 555 McMurray Road, Buellton. The meeting was called to order by Secretary Jessy Osehan at 9:02 a.m. Board members present included Jessy Osehan, Secretary, Bion Rice, Treasurer, James Colvin, Kady Fleckenstein, Christine Forsyth, Sandra Hallmann, and David Pollock. Shelby Sim, Executive Director, and Danielle Laudon, Marketing & Communications Manager, were present.

The board received public comment from Dr. Ken Harwood, Tracy Farhad, Executive Director of the Solvang Conference & Visitors Bureau, and Morgen McLaughlin, Executive Director of Santa Barbara Vintners. Morgen provided the board with a verbal proposal to enter a PR program partnership. She would like the board to consider a PR partnership in which the two organizations put out an RFP to a California-based agency.

Minutes of the August 7, 2014 board meeting were approved (Sandra Hallman moved, James Colvin seconded; all others in favor).

Treasurer Bion Rice presented the financial report.

Secretary Jessy Osehan provided a board retreat recap, highlighting the goals accomplished (new executive director hired), while reviewing the goals set forth for the future (valley wide focus, educational/ training opportunities for hoteliers, tasting room staff, restaurants, and overall support of the community). The board also established the vision for VisitSYV to become the premier marketing entity via a new destination guide, website, and a press kit for writers. Ideas and discussion for a new logo will be continued. The next retreat will be September 16th at Fess Parker Wine Country Inn & Spa from 10am – completion.

Jessy Osehan led a discussion on a need for bylaw revisions. Jessy and Danielle Laudon will have a revised copy of drafted bylaws for review at the October board meeting. Jessy has requested all board members send recommended revisions to Jessy and Danielle via email. Kady Fleckenstein expressed the desire for defined roles for board members. Jessy requested all board members re-familiarize themselves with the Brown Act and Robert's Rules of Order.

Shelby Sim presented the FSC Contract update. Shelby is entertaining the idea for a buyout of the remaining ad revenue owed via the contract. Maintenance hour reports are now being recorded. FSC is being flexible on what our maintenance hours can be used on. We are creating a 2 page sell sheet for advertising and membership sales. SEO will also be included in maintenance hours. The board has requested a better defined work order and asked that FSC specifically define the web development hours listed for each dated line item. Shelby and Danielle will have conference call with Seth Shomes to discuss a better defined work log. Kady Fleckenstein requested the member metrics be placed on member dashboards on the website, and also recommended we add email reminders that list member metrics.

Danielle Laudon provided a PowerPoint presentation on the website, highlighting acquisition overview, unique users to the site, top visited pages, top referral sites, and current SYV Wine Month web traffic. The numbers show an increase in unique user traffic, with less than 6,000 users in April versus over 8,000 in August.

Executive Director Shelby Sim presented 2015 DVA recommendations. Shelby recommended VisitSYV become the lead agency in a 2015 campaign, budgeting \$150k in funds. Sandra Hallman made a motion to in favor of \$150k, which was seconded by Christine. Kady Fleckenstein spoke out against this commitment without inclusion of reconcepting new creative. Kady asked to amend the motion to approve being the lead agency for the entire Santa Ynez Valley with \$150K, with the condition that we reconcept the marketing creative. David Pollock seconded. All others in favor.

Shelby Sim and David Pollock presented the membership subcommittee recommendations, including the following revised mission statement: Visit the Santa Ynez Valley (VisitSYV) promotes the Santa Ynez Valley region as a diverse destination for all people to experience, which creates prosperous and sustainable outcomes and overnight stays for

businesses in Buellton, Ballard, Los Alamos, Los Olivos, Santa Ynez, and Solvang. For the next board meeting, the subcommittee will review a newly formed membership criteria matrix to define a non-voting member class. Shelby would like to accept all proposed recommendations from the subcommittee. Sandy made a motion to accept the revised mission statement and accept a barter proposition for valuable memberships. Dave seconded the motion. All others in favor.

Shelby Sim & James Colvin discussed the upcoming October 1st mixer. The board is shooting for 150-200 people. James has requested a list of Solvang businesses from Brad Vidro to invite prominent business owners. Shelby requested a list of costs and needs from Bion Rice to include in our budget. The facility at Sunstone will be donated, though Bion needs to come up with hard costs.

Shelby Sim presented his director report, providing an update on his research in reaching out to constituents and potential members. He announced that we will be supporting PCPA with an ad renewal on their ticketing page. Shelby brought up the need for a new logo. Sandy made a motion for a proposed subcommittee for new logo, made up of Kady Fleckenstein, James Colvin, Christine Forsyth and Shelby Sim. Kady seconded; all in favor.

During board comments, James Colvin recommended we spend unused, allocated advertising funds with local advertising encouraging membership. Kady Fleckenstein also recommended local radio advertising with 105.9.

Christine made a motion to adjourn the meeting at 11:12am, Jim seconded. All in favor. The meeting adjourned until Thursday, October 2, 2014, 9:00 a.m., SYV Marriott

Prepared by Danielle Laudon,
Marketing & Communications Manager

Approved by Jessy Osehan
Secretary