

## Minutes of the Board of Directors of Visit the Santa Ynez Valley October 9, 2014

Visit the Santa Ynez Valley held a board meeting on October 9, 2014 at SYV Marriott, 555 McMurray Road, Buellton. The meeting was called to order by President Mike Hendrick at 9:05 a.m. After lacking a quorum, President Mike Hendrick reordered the agenda, putting the Director's Report before public comment. Board members present included Mike Hendrick, President, Linda Johansen, Vice President, Sandra Hallmann and David Pollock. Shelby Sim, Executive Director, and Danielle Laudon, Marketing & Communications Manager, were present. Dr. Kenneth Harwood and Tiffany Valdez were present for public comment.

Shelby Sim presented his Director's Report, and covered the following:

- Announced new blog on the website, titled #wheresShelby. The purpose of the blog is to inform the readers about the valley while showcasing and promoting members and hyperlinking to other sites.
- Provided First Street Creative (FSC) Update. Shelby has reviewed 6 renegotiation options. All options would have extended VisitSYV's obligations to FSC. VisitSYV declined and provided different offer, asking for 50/50 split in 2015 after annual \$45k ad revenue is met. FSC asked VisitSYV to renew an ad on firststreettickets.com for \$7,800.00. If VisitSYV renews the ad on firststreettickets.com, FSC is willing to do the 50/50. Shelby let FSC know we will not be renewing that ad, then FSC came back and offered the ad for \$3,000. If VisitSYV accepts this deal, then VisitSYV will get a 50/50 split on ad revenue after the first \$45k in ad revenue is met in 2015, which is year two of the contract.
- Discussed Canvas as an education option, in which VisitSYV purchases templates and is responsible for implementing training program here. Shelby would like to create a committee to explore the different options with Canvas, as well as seek quotes form alternate organizations like I am Santa Monica.
- TBID renewal process has begun. We need to create a committee to spearhead. Shelby plans to meet with Doreen Farr on October 15th.
- Recapped the October 1st Networking Reception at the Villa. BlueStar parked 260 cars. Received new leads as well as old members wanting to renew and great positive branding.
- Membership – up 16 new members.

Minutes of the September 4, 2014 board meeting could not be approved without a quorum.

The financial report was not presented.

The Solvang Conference and Visitor Bureau's Julefest grant application could not be reviewed without a quorum.

Public comment was provided from Dr. Kenneth Harwood. Dr. Harwood reported a change in direct to consumer shipments – 12 months ending august 2014 up 10% DTC sales. Employment in the wine industry is up 19%. National Atmospheric Oceanic Administration monthly El Nino report revealed they expect a weak El Nino will begin sometime between now and end of year, and will persist at least through the first quarter of next year. It may tend to slow the rise in water costs, locally.

The board retreat recap will be presented at the November board meeting for the entire board, as it will benefit those members who were not able to attend the retreat.

Danielle Laudon presented an update on website with analytics and a recap of SYV Wine Month's promotional campaign.

During Board Comments, Mike Hendrick encouraged people to pay attention to the Buellton election. There are candidates strongly against promoting tourism in Buellton. Regarding TBID renewal, Mike will have a meeting with Chumash to bring up participation in the TBID and ways they may be able to participate with our renewal. Mike noted

the board must go into an executive closed session on November 6th at 8:30 am for Executive Director Shelby Sim's 90 day review. Linda Johansen will be unavailable for the November 6<sup>th</sup> meeting.

The meeting adjourned at 10:00 am until Thursday, November 6, 8:30 a.m. at the SYV Marriott.

Prepared by Danielle Laudon,  
Marketing & Communications Manager