

Minutes of the Board of Directors of Visit the Santa Ynez Valley November 6, 2014

Visit the Santa Ynez Valley held a board meeting on November 6, 2014 at SYV Marriott, 555 McMurray Road, Buellton. The meeting was in closed session from 8:30am – 9:00am to review staff salaries, performance and responsibilities. The meeting was opened to the public and called to order by President Mike Hendrick at 9:00 a.m. Board members present included Mike Hendrick, President, Jessy Osehan, Secretary, Sandra Hallmann, David Pollock, Kady Fleckenstein, Bion Rice, and James Colvin. Shelby Sim, Executive Director, and Danielle Laudon, Marketing & Communications Manager, were present. Dr. Kenneth Harwood, Tracy Farhad, Morgen McLaughlin, Beate Halligan, and Brenden Doharty were present for public comment.

Public comment was made by Dr. Harwood with an economic report; Brenden Doharty announced the work done by SYV Botanic Garden and that they're seeking a matching grant up to \$7,500; Morgen McLaughlin reported on the success of Celebration of Harvest with a record 1,883 paid attendees, 51 members of wine trade, 150 sponsorship attendees, and 41 media.

Minutes of the September 4, 2014 board meeting were approved (Jessy made a motion, Sandra seconded, all in favor except Mike who abstained as he was not present for the September meeting).

Minutes of the October 9, 2014 board meeting were approved by all in attendance when there was no quorum (Sandra made a motion, David seconded, Mike in favor).

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

- 51 membership renewal notices were sent at the start of the month.
- VisitSYV purchased a full page ad in Solvang's digest sized guide.
- Discussed need for Educational program for VisitSYV members. Canvas was introduced by Bion and discussed at the board retreat. Shelby asked to create a subcommittee to research other education programs such as **I am Santa Monica**. Bion, Sandra and Danielle volunteered and a subcommittee was formed.
- Shelby provided TBID renewal update. Shelby has met with Doreen Farr, county supervisor, Buellton city manager and finance director; presented TBID bi-annual report to City of Solvang and is finalizing management district plan with Civitas. We have commitments from 33 vacation rentals by owners, and 50 fixed units at Flying Flags. The board asked to define the weight of the hoteliers' votes for the TBID: Each vote is weighted by the taxes each hotelier pays. 51% of the taxes paid by hotels have to agree in order for the TBID renewal to pass. David has requested bullet points on a sell sheet for the hoteliers to see when Shelby seeks renewal.
- Shelby asked Jim and Kady to present an update on the logo committee. They've invited the rest of the board to submit 5-10 logo taglines each. At December board meeting they'll decide what direction to go in and whether they recommend we select an agency to proceed with logo design or open up to a logo contest.

Bion presented the financials.

LOBO's grant application for a new flagship wine event in Los Olivos was reviewed and Beate Halligan presented additional information on the event. The grant matrix provided a recommended amount of \$3,000.00. David made a motion to increase the recommended amount to \$3,500.00. Kady seconded the motion, all in favor. \$3,500.00 grant will be awarded to LOBO in December.

In October, the board lacked a quorum to approve a grant for Solvang's Julefest event, and therefore Shelby provided a \$3,500 marketing sponsorship to Solvang CVB for Julefest in place of a grant. Shelby requested \$3,500.00 from the grants budget be reallocated to the marketing budget to even out this disbursement of funds. Sandy made a motion to move the funds, Jim Seconded, All in favor.

Lauren Schlau and Tracy Farhad presented the findings of a valley wide qualitative focus group study (72 people used for study from NorCal and SoCal, across the board in age, education, employment and marital status; all considered qualified travelers). Their recommendations and findings were as follows:

- Mobile apps are essential, making planning easier on the go for the visitor.
- Get the information to the frontline: the front desk of all hotels.
- Distance was not an issue for any of the travelers. Indicate the distance in the marketing.
- Visitors want easy to understand themes when planning their itinerary, i.e. family, romance, cultural experience, food/wine experience. Highlight these recommendations via rack cards.
- For advertising, use fewer words and more imagery.

Shelby presented Visit Santa Barbara magazine seven (7) page advertising proposal. Jessy made a motion that we put \$20,850 into Santa Barbara Visitors Magazine, Sandra seconded. All in favor.

Kady Fleckenstein had to depart from the meeting and did not vote on any further actions.

Shelby Sim presented opportunity to secure a \$15,900 Touring & Tasting commitment in the 2015 publication which would include an online presence. Sandra moved to allocate \$15,900 for Touring & Tasting commitment, Bion seconded. All in favor.

Danielle Laudon presented opportunity to attend IPW trade show in Orlando to represent the Santa Ynez Valley as a delegate at the Central Coast Tourism Council's booth. Jessy made a motion that we send a delegate for the booth for \$1,650.00 plus the additional travel costs. Sandra seconded. All in favor.

David made a motion to accept new membership matrix and addition of non-voting class; Jessy seconded. All in favor.

Recommended by-laws revisions were presented. Jessy made a motion to approve the recommended changes; James seconded. All in favor.

Shelby made a recommendation that we increase the TBID by 50 cents now; then an elevator clause would allow the TBID to increase by \$1.50 total in 10 years. Jessy made a motion to increase the TBID. Sandy seconded. All in favor.

Mike presented opportunity to purchase syv.com domain for \$9,000. Jessy made a motion that we provide a counter offer of \$6,000; Bion seconded. All in favor.

The board provided public comment. Jessy recommended a Restaurant Week subcommittee. Mike discussed a public speaker named Jason Dorsey and recommended the board review his study on how to market to millennials.

Jessy made a motion to adjourn the meeting; Dave seconded. All in favor. The meeting adjourned at 11:45 am until Thursday, December 11, 9:00 a.m. at the SYV Marriott.

Prepared by Danielle Laudon,
Marketing & Communications Manager

Approved by Jessy Osehan,
Secretary