

Minutes of the Board of Directors of Visit the Santa Ynez Valley December 11, 2014

Visit the Santa Ynez Valley held a board meeting on December 11, 2014 at SYV Marriott, 555 McMurray Road, Buellton. The meeting was called to order by President Mike Hendrick at 9:00 a.m. Board members present included Mike Hendrick, President, Linda Johansen, Vice President, Jessy Osehan, Secretary, Bion Rice, Treasurer, Christine Forsyth, Sandra Hallmann, and Kady Fleckenstein. Shelby Sim, Executive Director, and Danielle Laudon, Marketing & Communications Manager, were present. Dr. Kenneth Harwood and Susan Williams were present for public comment.

Public comment was made by Dr. Harwood with an economic report; Susan Williams reported on Scarecrow Fest, with over 220 scarecrows across the Santa Ynez Valley (except Los Alamos, which did not participate this year).

Minutes of the November 6, 2014 board meeting were approved (Jessy made a motion, Sandra seconded, all in favor).

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

- Update on 2015 SYV Marketing co-op partner status: Santa Barbara Vintners is in for \$10K, Solvang is in for \$25k, Buellton is in for \$25k with the contingency that Los Olivos and Santa Ynez are both represented for \$10k each.
- Update on TBID Renewal: Civitas is finalizing the petition and management district plan (MDP); A 50 cent increment has been to the elevator clause in the TBID renewal plan.
- Shelby and Danielle are discussing Co-Op opportunities with Santa Barbara Vintners and Buellton for a feature in Westways' Discover segment in Spring.
- David Pollock is stepping down from board.

Bion presented the financials and discussed projection for 2015. Bion and Mike will work together to create a cash flow projection for 2015. A formal budget proposal will be presented by the budget subcommittee at the February 12, 2015 board meeting.

Solvang CVB's Taste of Solvang grant application was reviewed. Kady made a motion that VisitSYV provide a \$3,000.00 grant specifically for Facebook advertising. Kady retracted. Jessy made a motion that we table the grant allocation until next month and we request Solvang CVB come back with strategy specific to e-commerce and social media, including ticketing. Linda seconded the motion. All in favor.

Before submitting the final bylaws revisions, Shelby noted the need to create staggered terms for the board of directors so that all directors do not expire at the same time. Terms will be presented at the January 8th meeting for approval.

Kady presented an update from the tagline subcommittee. Kady has recommended revising taglines with each campaign, looking at it as a marketing campaign versus VisitSYV's brand and title. Since VisitSYV's current focused market is Los Angeles, to start this year, Kady recommended the tagline "Easy to Find, Impossible to Forget". Jessy made a motion to adopt the tagline "Easy to Find. Impossible to Forget." Christine seconded the motion. All in favor.

Jessy made a motion to create a subcommittee for Restaurant Week consisting of Jessy, Danielle, Shelby and Morgen McLaughlin, and to approve a \$5,000 budget for 2015. Jessy amended the motion to add Christine, Sandy seconded. All in favor.

Danielle Laudon presented the Website & Analytics Update.

Shelby and Danielle presented the creative concept from DVA for the 2015 marketing campaign. Jessy made a motion to approve the DVA creative for 2015 with rotating text. Linda seconded. All in favor, except Kady who abstained.

Mike Hendrick presented the counter offer that was provided to purchase SYV.com for \$7,000.00. Jessy made a motion not purchase SYV.com for \$7,000. Kady seconded. All in favor.

Shelby Sim presented an update on the 2105 SYV Destination Guide. 25 pallets are arriving with 90k copies to be delivered tomorrow. Direct mailing will take place in the second week of January. The launch party takes place next Wednesday from 5-7pm at Brothers Restaurant at the Red Barn.

Jessy made a motion to adjourn, Bion seconded. All in favor. Meeting adjourned at 11:10am to the meeting of January 8, 2015, 9:00 a.m., SYV Marriott

Prepared by Danielle Laudon,
Marketing & Communications Manager

Approved by Jessy Osehan,
Secretary