

Minutes of the Board of Directors of Visit the Santa Ynez Valley March 19, 2015

Visit the Santa Ynez Valley held a board meeting on March 19, 2015 at SYV Marriott, 555 McMurray Road, Buellton. The meeting was called to order by President Mike Hendrick at 9:01 a.m. Board members present included Mike Hendrick, President, Linda Johansen, Vice President, Bion Rice, Treasurer, James Colvin, Kady Fleckenstein, Sandra Hallman, and Cammy Pinoli. Shelby Sim, Executive Director, and Danielle Laudon, Marketing & Communications Manager, were present. Dr. Kenneth Harwood, Tracy Farhard, Executive Director of Solvang Conference & Visitors Bureau, Kathy Vreeland, Executive Director of Buellton Chamber & Visitors Bureau, Pam Pilcher, Executive Director of Solvang Festival Theater, and Fran Clow with Santa Barbara Vintners were present for public comment.

Public comment was made by Dr. Harwood with an economic report; Tracy Farhad announced that the Solvang Conference and Visitors Bureau board would not be meeting in March, and provided an update on Taste of Solvang.

After public comment, Linda Johansen made a motion to reorder the agenda for today and all future meetings, putting grant requests immediately after the approval of minutes line item. Sandra seconded, all in favor.

Minutes of the February 12, 2015 board meeting were approved (Linda made a motion, Bion seconded, all in favor except Sandra and Linda who abstained due to absence at February meeting).

The board reviewed the grant application submitted for The Solvang Festival Theater's Summer Jazz Series and fundraising concert held in October 2015. Pam Pilcher with the Solvang Festival Theater discussed the importance of funding and the high caliber musicians brought in by the fundraising concert and the jazz series. Linda made a motion to provide the recommended amount and authorize a \$2,000 grant (Sandra seconded, all in favor). A \$2,000 grant was approved.

The board reviewed the grant application submitted for Santa Barbara Vintners' Spring Vintners Festival. Fran Clow with Santa Barbara Vintners took questions from the board regarding additional sources of funding. Linda noted that while the Santa Barbara Vintners requested \$4,000.00, the recommended amount of \$3,500 is not a demoted grant amount and VisitSYV is not a fundraising mechanism, stating at one point, entities that come to VisitSYV for funding need to find other economic revenues and sources of funding as well. Fran noted that Vintners has many sponsors, approximately 30 this year, and they are all in kind sponsors. For advertising, they need dollars. Sandra asked whether Vintners have applied for other grants from other organizations. Fran notes that they have gone to State of California for an agriculture grant, and they are in the second phase. Mike Hendrick stated the purpose of VisitSYV's grants program is to get organizations to eventually become self-sustaining and have major sell out events, so that VisitSYV can then support the next great upcoming event to sell out the weekend before, the weekend after, and so forth. Treasurer Bion Rice noted that this grant will cap VisitSYV out through March 31st, and that the funds are available. Linda made a motion to accept the recommended amount for \$3,500; Sandra seconded, and added that we would like to see the tracking and metrics when the event is over. All in favor. A \$3,500.00 grant was approved.

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

- TBID update: Shelby went in front of Buellton for TBID renewal, and while it was not a cakewalk, they had good questions and it made Shelby more seasoned and VisitSYV a better organization. Mike spoke on our behalf, as well as Kathy Vreeland. At the meeting in front of the County, Linda and Mike both spoke. Shelby asked the county for their vote, and the County approved. VisitSYV held a public meeting at Wildling Museum, and not many showed up. Those who attended did ask questions; all who attended support the organization, and want more communication. On March 9th there was no official protest. Former Mayor Elaine "Willi" Campbell criticized how VisitSYV spends funds, and came as a concerned citizen, and not a voting hotel. Neil Zimmerman

was adamantly against us, stating it was not personal, but that he disagrees with the laws that govern TBIDs. The final meeting is Monday, March 23rd.

- LA travel & Adventure Update: the latest blog will be about that trip. Everyone who came to the booth knows Solvang. Couple weeks later, Shelby received a call from LA Weekly for LA Essentials, and their wine vendor fell through. They asked if we wanted to come down and have a free booth. Shelby contact Morgen from Vintners who brought 9 wineries, and VisitSYV had an SYV "island" in the show. There were 2,500 attendees and the SYV island was packed. Morgen signed up to do their events for the rest of the year. Shelby was reminded to contact our VisitSYV winery members as well as using our partners at Santa Barbara Vintners.
- SF Media Tour Update: Incredible meetings in San Francisco with Morgen and Justin Yax from DVA. They met with many genuinely interested editors. Shelby invited everyone down for a stay, and tried securing dates. They also met with 3 editors from Sunset magazine for over an hour, and their VP of Marketing Sunset will be in touch regarding Savor.
- Westways Co-Op Update: Vintners no longer has the budget to support a co-op.
- SBCAG Shuttle service update: Service has been pushed back to May. Current board chair of SBCAG, Mayor Jim Richardson, asked that we would continue to support this project. \$2,500 for pilot program is just 12 - 18 months. They are asking for us to supplement with advertising.
- VisitSB magazine update: We received copies and see there is no continuity between Santa Barbara Wine Country feature and the SYV Wine Country spread; they appear as though they are two different regions.

Bion Rice provided the financial report, and presented cash flow for month to month. Bion requested Shelby and Danielle ask vendors to breakdown their hours further, i.e. time spent on SEO versus time spent on web maintenance. It was noted we also need to allocate Destination Guide payments towards end of year. We've provided \$15,500 in the budget this year for education, with \$5,000 in March, and \$5,000 in June for the education retainer. For scholarships, we will pick one specific month to dole them out.

Bion presented an updated presentation on the Education program.

Shelby announced we will have our next networking reception on Tuesday, April 21st, and will use this to present our new Education series. We are still considering locations.

The logo subcommittee consisting of James Colvin, Kady Fleckenstein and Christine Forsyth (not present) provided a presentation with 3 very different logo package offerings to date. The board agreed to go back to all firms/designers and seek quotes on full brand package, which would include the following: Logo, logo & tagline, logo & website, logo & towns, business card, ownership of source files, letterhead, and embroidery file (\$200?).

Danielle Laudon provided the review of current VisitSYV.com web trends, SEO reporting, and DVA SYV Marketing Co-Operative update.

Danielle addressed the need for a Craft Beer subcommittee which would decide on size, logistics and feasibility of SYV Craft Beer Month campaign. Kady, Danielle Jessy. Sandy made a motion to have a subcommittee for Craft Beer made up Kady, Danielle, and Jessy. Cammy seconded. All in favor.

Board comments: Sandra noted there would be some large changes taking place at Wine Valley Inn and asked everyone to stay tuned. Shelby presented ad that was provided by Phil Janney in Dining and Destinations' new magazine. Shelby also brought up plans for the 2016 SYV Destination Guide cover, which would include a winery in Solvang, hopefully to be shot in April. James Colvin recommended we provide more information to our grant applicants so they understand the matrix and how we are scoring them. Shelby noted that when we receive insufficient applications and Danielle returns the application and asks for supplemental information before it is presented to the board. Bion noted he is

thrilled to have a handle on the budget and cash flow, and thanked Danielle and Shelby for their assistance with it. Kady expressed excitement about the work being achieved by the subcommittees. Linda also expressed thanks to Shelby and Danielle. Mike Hendrick addressed previous comments on the Brown Act and possible violations. Jessy has investigated to be sure we are not in any way violating the Brown Act. We are posting the agenda for the public in the time permitted, and it is also available online, along with our minutes. It is suggested that you provide a brief description on each item on the agenda, which we are now doing. We are also going to add whether each item is an action item as well. Mike brought up concern about offering grants to organizations that are within 1,000 feet of a board members' business. We have looked into every allegation made, and we are not in violation of any. We may, however, still want to entertain having a Brown Act class.

Linda made a motion to adjourn, Sandra seconded. All in favor. The meeting adjourned at 11:10am to the meeting of April 9, 2015, 9:00 a.m., SYV Marriott

Prepared by Danielle Laudon,
Marketing & Communications Manager

Approved by Linda Johansen,
Vice President