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Minutes of the Board of Directors of Visit the Santa Ynez Valley Annual Meeting, June 11, 2015

Visit the Santa Ynez Valley (VisitSYV) held the Annual Board Meeting on June 11, 2015 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, Jessy Osehan, Secretary, Bion Rice, Treasurer, Kady Fleckenstein, Sandra Hallmann, James Colvin, and Cammy Pinoli.

President Mike Hendrick noted that since the board and staff were unable to locate meeting minutes from last year's annual meeting, the board does not have current minutes to approve. VisitSYV will be able to rectify that going forward.

VisitSYV has one action item: VisitSYV has 4 open seats on the board for 2015-2017 terms: 3 hotelier openings, and one at-large opening. Many of those positions remained uncontested and there was no need for an election for those seats. There was one election held for the at-large board position. The nominees were Bion Rice of Sunstone Winery, current board member and treasurer; John Kelliher, Grapeline Wine Tours; and Bob Oswaks, Bob's Well Bread Bakery. Votes were audited by VisitSYV Marketing & Communications Manager, Danielle Laudon, who ensured each vote was cast by a valid, current VisitSYV member. There were a total of 31 votes cast, with Bion Rice receiving the largest number of votes.

Jessy Osehan made a motion to approve both the current uncontested board members to begin serving a 2015- 2017 term (Linda Johansen, Cammy Pinoli, Sandra Hallmann) and Bion Rice, who was re-elected by VisitSYV membership. Sandra Hallmann seconded. Mike Hendrick called for a roll call vote: Kady Fleckenstein: Yes; Sandra Hallmann: Yes; James Colvin: Yes; Bion Rice: Yes; Cammy Pinoli: Yes; Jessy Osehan: Yes.

The board provided time for anyone from the public to make comment or address the board with questions. With no public comment made, Jessy Osehan made a motion to adjourn the annual meeting. Kady Fleckenstein seconded the motion. All in favor. The annual meeting adjourned at 9:08am.

Adjournment to the regular VisitSYV Board Meeting June 11th, 2015 9:30 a.m., SYV Marriott, Buellton

Prepared by Danielle Laudon,
Marketing & Communications Manager

Approved by Jessy Osehan,
President



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Mike Hendrick called the board meeting to order at 9:30am. Shelby Sim requested to strike the membership pricing line item from the agenda until next month.

Dr. Harwood provided an economic report and shared data from Memorial Day weekend (weekend of May 30th). Smith Travel Research has forecast for this year from Tourism Economics: The main item of concern for budgeting is occupancy rate. Next year's growth rate may not be as great as this year's growth. While still a good forecast, it suggests caution in budgeting for next year.

Minutes of the May 14th board meeting were approved (Danielle Laudon noted she made one change to the minutes and corrected Jessy Osehan's title to read Secretary, not Treasurer. Sandra made a motion to approve the minutes with this correction, Jessy seconded. All in favor).

LOBO made a written financial request for assistance to help with the portable restrooms in Los Olivos. LOBO is raising \$25,000 for the upkeep of the existing porta-potties. They have asked VisitSYV to cover this shortfall. Tim Snider, of Fess Parker Wine Country Inn & Spa and LOBO President, and Kelly O'Neill, LOBO Treasurer, spoke on behalf of LOBO. Tim noted that the original request that came to VisitSYV does not fit with how VisitSYV allocates and uses TBID funds. What LOBO would like to do instead with a formal written request is ask for VisitSYV to allocate up to \$5,000 to offset the cost and promotion for Day in the Country, which will take place later this year. With financial assistance to create Day in the Country, the funds they currently have allocated to this promotion could be used to ensure they can maintain and eventually upgrade the consumer experience with public restrooms. This revised request will be coming shortly. LOBO is aligned currently with a group of people from their community to form a CSD. By default, LOBO has been maintaining the upkeep of the town. Everything has grown except the services the town has been able to provide. This process will take 12-24 months. In the meantime, they must ensure they can maintain public restrooms, street cleaning, trash services, while they bridge the gap time-wise. LOBO has interest in working more closely with VisitSYV.

Shelby Sim provided his Director's Report which included:

- Publication update: VisitSYV made a concession to work with Solvang to feature them adequately in the guide. We have a solution for this year. The publication subcommittee has agreed to give the Solvang Conference and Visitors Bureau the outside back cover to use as their own cover. We're moving forward with this, they will not be creating their own separate guide this year. They send out between 15-17,000 copies of their current guide via their website. Kady asked if this can be approached as a marketing partnership, because they have the wherewithal to get us in front of more eyes. The entire board agrees this is a great way to see this. Shelby noted Solvang now added "the Santa Ynez Valley" to their current logo.
- Sunset Celebration took place in Menlo Park, and while we didn't attend, we sent 200 guides to be distributed.
- Kady & Cammy attended the Solvang Planning Commission's Solvang Brown Act training. Shelby is investigating formal training for the board which can be done during a board retreat.
- Vintners 5 miler is taking place and VisitSYV has signed up for a team.
- Shelby is taking a PR trip with DVA and Morgen on the 7th and 8th of July.
- The SYV Scarecrow fest is taking place and all towns are participating.

Bion Rice, Treasurer, provided the financial report, which included review of May 2015 financials and projections for remainder of 2015.

Jessy Osehan and Danielle Laudon created the following proposed revisions to the bylaws: proposed bylaws revision mandates that the VisitSYV Office of both President and Vice President may only be held by hoteliers paying into the SYVTBID; revisions also specify VisitSYV Hotelier Directors must be paying into the SYVTBID and Directors-at-Large must be VisitSYV Members in good standing; notice of available Director positions will be given 30 days prior to Annual Meeting, beginning after July 2015. Shelby has also proposed that all VisitSYV Board Members must have brick and mortar businesses within the Santa Ynez Valley. Sandra made a motion the board accept the revised bylaws as submitted. Kady seconded the motion. All in favor. The revisions have passed. Jessy and Danielle will draft the additional revision requiring board members to have brick and mortar locations in the Santa Ynez Valley and will have for the board's review at the July board meeting.

Danielle Laudon provided a presentation and review of current VisitSYV.com web trends, SEO reporting, DVA Campaign & Marketing update, including review of the IPW trade show.

Shelby Sim proposed a revised date for the July board meeting due to a press trip conflict. Jessy made a motion to approve a July 16th board meeting date, Cammy seconded, all in favor.

As per VisitSYV bylaws, if a board member holding a title gives notice in writing prior to the end of their term, the board can replace that position at a board meeting and without an election. Sandra made a motion to appoint Jessy Osehan as VisitSYV President to replace Mike Hendrick, who is stepping down from the Board. James seconded. A roll call vote was taken: Kady: Yes; Sandra: Yes; James: Yes; Bion: Yes; Cammy: Yes; Jessy: Yes; Mike: Yes. The board congratulated Jessy Osehan, VisitSYV's new Board President. At the next board meeting VisitSYV will vote for a new Board Secretary to take Jessy Osehan's place.

Board Comments: Sandra Hallmann announced that she is retiring from the board, as well as Wine Valley Inn. Sandra will be at the hotel until July 31st. Each board member expressed their sincere thanks to Sandra for her commitment to the organization, and her great contributions to the education program that will begin in the fall of 2015. The board also gave one final thank you to Mike Hendrick as this is also his last board meeting. Sandra gave her well wishes to the board and ended with an announcement that there have been counterfeit \$100's and \$20's that have come to the Wine Valley Inn.

Sandra moved to adjourn, Kady seconded; all in favor. The meeting adjourned at 10:37am.

Adjournment to meeting of July 16, 2015, 9:00 a.m., SYV Marriott

Prepared by Danielle Laudon,
Marketing & Communications Manager

Approved by Jessy Osehan,
President