

Minutes of the Board of Directors of Visit the Santa Ynez Valley November 12, 2015

Visit the Santa Ynez Valley held a board meeting on November 12, 2015 at SYV Marriott, 555 McMurray Road, Buellton. The meeting was called to order by President Jessy Osehan at 9:01 a.m. Board members present included Jessy Osehan, President, Linda Johansen, Vice President, Bion Rice, Treasurer, Christine Forsyth, Secretary, Barry Prescott, James Colvin, and Tonya Davis. Shelby Sim, Executive Director, and Danielle Laudon, Marketing & Communications Manager, were present. Members of the public present included Dr. Kenneth Harwood, Tracy Lavery Beard of the Solvang Chamber of Commerce, Tracy Farhad of Solvang Conference & Visitors Bureau, Raiza Giorgi of the Santa Ynez Valley Star, and Morgen McLaughlin of the Santa Barbara County Vintners Association.

Public comment was made by Dr. Harwood, Raiza Giorgi, Tracy Farhad, and Morgen McLaughlin; Dr. Harwood presented an economic report; Raiza Giorgi introduced her new publication, the Santa Ynez Valley Star; Tracy Farhad thanked the VisitSYV board for supporting Julefest and announced the upcoming program of events; Morgen McLaughlin provided the Santa Barbara Vintners' scheduled Program of Work for 2016.

Linda Johansen made a motion to approve the October 8th Board Meeting Minutes; Barry seconded. All in favor, except Christine Forsyth, who abstained due to absence at the October 8th meeting; the October 8th minutes were approved.

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

Shelby Sim provided the Director Report, which included the following:

- Shelby announced the board's vote to approve support of the Santa Barbara Film Commission. Via an electronic vote, the board approved a \$10,000 grant to the Santa Barbara Film Commission, which allows the Commission to promote the Santa Ynez Valley as a premiere location for film production (which, in turn, increases overnight stays).
- Shelby announced recent placement in the OC Weekly holiday issue, which included digital impressions.
- Shelby provided an update on the 2016 Destination Guide launch party; the launch will take place at Buttonwood Farm Winery on December 3rd. Hooked on Meat and The Chef's Touch will cater.
- Shelby announced that VisitSYV is forging a new relationship with the Santa Barbara International Film Festival, and we are in talks to be a festival sponsor in 2016.
- Shelby provided an update on plans for our 2016 Marketing Co-Op; we are exploring new ideas, structures and opportunities, and will likely have Solvang and Buellton as co-op partners once more.
- Shelby and Danielle are working on a new consumer email campaign; development with Wil Fernandez is underway.
- Shelby provided an update on the 2015 SYV Scarecrow Fest, in which all 6 towns participated; the winner will be announced at the valley-wide joint mixer in Buellton later this month.

Shelby Sim presented a letter in support of the Chumash Casino's liquor license expansion for the gaming floor for the board's consideration. The board agreed that while the Chumash Casino has always been a good neighbor, writing a letter of support for their liquor license expansion could set a precedent for other businesses to seek the same and request letters of support from VisitSYV. Linda made a motion that the board not send a single letter of support on behalf of VisitSYV, but rather, the individual businesses that each board member represents may have the opportunity to send their own letters of support; Barry seconded; with no further discussion, all board members approved, with the exception of James Colvin, who abstained. The motion was approved.

Shelby Sim presented a proposal to provide a final payment to First Street Creative (FSC) to end the advertising agreement that is part of the original website development and maintenance contract. In the original contract, VisitSYV agreed to pay FSC up to a certain amount of the initial website advertising sales in the first two years of the website launch, and then a percentage of all following sales. As a gesture of good faith, Shelby and VisitSYV President Jessy Osehan recommend providing FSC with \$10,000 to close out the original advertising agreement. Going forward after this

payment, any advertising sales generated by VisitSYV.com will be income directly paid to VisitSYV, with no additional payout to FSC. FSC has first right of refusal to continue doing VisitSYV.com website maintenance after the initial web contract ends in April 2016, and this would allow for a smooth transition to a continued relationship. Linda made a motion to approve the \$10,000 payment to FSC in lieu of any future advertising sales on VisitSYV.com. Bion requested that a contract be drawn showing that this \$10,000 would be payment in lieu of any ad sales going forward. James amended the motion to include signed documentation that this would end the advertising sales agreement in the original contract; Barry seconded the amended motion; all in favor; the motion was approved.

Christine Forsyth made a motion to dissolve the following current ad hoc subcommittees: Education, Logo, Membership, Publication, Marketing, and Budget; James seconded; all in favor. All ad hoc subcommittees immediately dissolved.

Linda Johansen made a motion to reform a marketing subcommittee made up of Linda, Christine, and James, which would end in November 2016; Barry seconded; Christine amended the motion to remove herself and include Barry in her place; Tonya seconded; all in favor. The new marketing ad hoc subcommittee was formed, and includes Linda Johansen, Barry Prescott, and James Colvin.

Bion Rice made a motion to reform an Education subcommittee to oversee the 2016 Spirit of the Valley program, made up of Bion, Cammy and Linda, which would end in November 2016; Christine seconded; all in favor. The new Education ad hoc subcommittee was formed, and includes Bion Rice, Cammy Pinoli, and Linda Johansen.

Christine Forsyth made a motion to reform a Publication subcommittee made up of Jessy, Christine and Cammy, which would end in November 2016; Barry seconded; all in favor. The new Publication ad hoc subcommittee was formed, and includes Jessy Osehan, Christine Forsyth, and Cammy Pinoli.

VisitSYV staff recommended a 2 page advertorial co-op in the March/April 2016 Discover issue of Westways Magazine, with additional member opportunities for a larger spread. The total VisitSYV buy would be \$6,000. Linda made a motion to approve the \$6,000 advertorial buy; Barry seconded; all in favor; motion approved.

VisitSYV staff recommended VisitSYV attend the San Francisco Travel & Adventure Show which takes place March 5-6, 2016. The entire cost including travel expenses for staff will be under \$6,000. In 2015 VisitSYV attended the LA Travel & Adventure Show. Danielle and Shelby are excited about the Northern California opportunity, which is our emerging market. Linda also expressed interest in attending. Linda made a motion to support VisitSYV staff attending the San Francisco Travel & Adventure Show with a budget of \$6,000; Bion seconded; all in favor; motion approved.

Shelby Sim and Bion Rice presented the proposed 2016 budget. While revenue goes up in 2016, VisitSYV staff and the budget subcommittee offered up modest numbers for TBID income with consideration of a possible El Nino during the winter months. Linda Johansen made a motion to approve the 2016 Budget; James seconded; all in favor; the 2016 budget was approved.

Danielle Laudon presented the Website, DVA, and Marketing Update.

Board comments: Barry announced that in the coming months he will also be overseeing Santa Ynez Inn in addition to The Landsby. In overseeing both properties, Barry sees that it's been an amazing year for occupancy in the valley. James agreed and said it's wonderful to come to these board meetings and see such positive, growing numbers. Hotel Corque is finishing up with their remodel, the ballroom will be completed shortly and they will have an open house in January. James also shared his recent exploration of the valley via hot air balloon and expressed awe over the beauty of our region, highly recommending Sky's the Limit Ballooning Adventures. Tonya said she's proud to be seated amongst this group and it's clear everyone has been working hard to contribute to the valley's success. Linda thanked both Shelby and Danielle for their continued efforts, follow-through and work as a team; Linda also thanked Bion for his work as Treasurer, and thanked Barry for his contributions this year. Shelby thanked the entire board for their trust, support and belief in his decisions, and introduced Solvang Chamber Executive Director, Tracy Lavery Beard. Jessy expressed her

excitement for the Destination Guide Launch coming up in December, and is proud to have an approved budget for 2016 already completed in the month of November.

Linda made a motion to adjourn, Christine seconded. All in favor. The meeting adjourned at 10:26 am to the meeting of December 10, 2015, 9:00 a.m., SYV Marriott

Prepared by Danielle Laudon,
Marketing & Communications Manager

Approved by Christine Forsyth,
Secretary