

Minutes of the Board of Directors of Visit the Santa Ynez Valley September 10, 2015

Visit the Santa Ynez Valley held a board meeting on September 10, 2015 at SYV Marriott, 555 McMurray Road, Buellton. The meeting was called to order by President Jessy Osehan at 9:00 a.m. Board members present included Jessy Osehan, President, Linda Johansen, Vice President, Bion Rice, Treasurer, James Colvin, Barry Prescott, and Cammy Pinoli. Shelby Sim, Executive Director, and Danielle Laudon, Marketing & Communications Manager, were present. Dr. Kenneth Harwood, Tracy Farhad of Solvang Conference & Visitors Bureau, Kathy Vreeland of Buellton Chamber & Visitors Bureau, and Carole Bloom of Los Alamos Valley Men's Club were present for public comment. Jessy Osehan reordered the agenda due to lower attendance, and removed the Spirit of the Valley presentation along with the Brown Act Training, both of which will be reviewed at the October 8th Board Meeting.

Public comment was made by Dr. Harwood with an economic report. Tracy Farhad reported occupancy in Solvang is up 11%; Linda Johansen also noted Buellton was running at 97% occupancy last month. Kathy Vreeland invited the board to the Planning Commission's October 17th meeting in which they will hear the plans for the Live Oak Bowling Center; Kathy has written a letter and support and asked others who support the project to be vocal as well. Carole Bloom dropped off programs and posters for the upcoming Los Alamos Old Days and thanked the board for their support.

The board reviewed Los Olivos Business Organization's (LOBO) Day in the Country grant request. The event takes place Saturday, October 17th. Linda Johansen noted that by supporting this event, we can help support the organization's goal to improve their restroom facilities for visitors. Linda made a motion to provide the recommended \$3,500.00 grant. Bion seconded. All in favor. A \$3,500.00 grant to LOBO was approved.

The board reviewed Buellton Chamber & Visitors Bureau's Wine & Chili Fest grant request. The event takes place Sunday, October 25th. Linda made a motion to support the event with the recommended grant amount of \$3,000.00; James Colvin seconded. Bion inquired when the payout would take place, and Danielle confirmed the funds release date of October 3rd, which falls in line with the annual budget's cash flow. Barry also commented and requested that all hotels be approached to participate in the event. All in favor of providing the recommended \$3,000.00 grant. A \$3,000.00 grant to Buellton Chamber & Visitors Bureau was approved.

Minutes of the June 11th, July 16th, and August 13th board meetings could not be approved and instead will be approved by an electronic vote. The results will be announced at the October 8th board meeting, after which all approved minutes will be published.

Treasurer Bion Rice provided the financial report; Bion reviewed the August 2015 financials and projections for the remainder of 2015.

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

- Shelby provided a recap of the September 3rd networking reception; over 150 people attended. Fess Parker Winery & Vineyard did a fantastic job as host, and the event was a major draw for new members and provided great engagement.

- Shelby reported on August activity

Shelby provided an update on the 2016 Destination Guide. The guide is set to come out beginning of December 2015. Our publisher Phil Janney has worked with Tracy Farhad to bring Solvang in and provide a single Destination guide for the valley. VisitSYV's next step is to work on a distribution plan for the 2016 guide. The Destination Guide subcommittee, made up of Cammy Pinoli, Christine Forsyth, and Jessy Osehan, will work together with Phil Janney and VisitSYV staff on a distribution plan at their meeting next week.

Danielle Laudon presented the Website, DVA, and Marketing Update, which included review of current VisitSYV.com web trends, SEO reporting, the DVA Campaign & a marketing update. Website traffic is down and VisitSYV staff will look into better use of SEO to fix this. PR results via our DVA campaign continue to bring the most optimal coverage of the valley.

Jessy recommended the board create a new 2016 budget subcommittee. Treasurer Bion Rice made a motion to form a 2016 budget subcommittee, made up of Bion Rice, Jessy Osehan, and Barry Prescott. Linda seconded. All in favor. VisitSYV staff Shelby Sim and Danielle Laudon will also work with the committee and bring 2015 numbers and 2016 goals and projections.

Board comments:

Shelby presented the new logo and announced we're currently working on colors. Shelby thanked the board for being here, and noted that there has been some concern about board members not being present; it is a volunteer board, and it's a busy season, including harvest. Although it is unfortunate to miss board members, it's going to happen with only 9 members total on the board. We do keep all board members in the loop, and everyone is kept abreast of VisitSYV activity. Cammy thanked everyone for coming out to the September 3rd Networking Reception. Bion is happy with the direction things are going, and is excited to get the 2016 budget done sooner rather than later. Barry suggested the board perhaps pick a date in the Fall or Spring where they try way ahead of time to pick certain dates to make large board decisions. James suggested we take an ad out in the paper boasting recent occupancy numbers. Linda agreed and said it should be quarterly and we should have an announcement in the paper about Jessy as our new President. Linda gave great thanks to Bion for doing a tremendous job as Treasurer. Linda also thanked Shelby and Danielle for being a great team, and gave props to Jessy for doing a great job as President. Jessy would like to do regular press releases talking about board members, and would like to do a major push for more members to show up to next month's board meeting to see a preview of the Spirit of the Valley program and get signups for the program. Shelby brought up the fact that VisitSYV cannot have proxies voting on the board, and as Tonya and Cammy have been proxies for Tim Snider and Dan Baumann, they are no longer considered proxies, and Shelby welcomed Cammy and Tonya both as official board members.

Linda made a motion to adjourn, Cammy seconded. All in favor. The meeting adjourned at 10:00 am to the meeting of October 8, 2015, 9:00 a.m., SYV Marriott

Prepared by Danielle Laudon,
Marketing & Communications Manager

Approved by Linda Johansen,
Vice President