

Minutes of the Board of Directors of Visit the Santa Ynez Valley August 13, 2015

Visit the Santa Ynez Valley held a board meeting on August 13, 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, Christine Forsyth, Secretary, Barry Prescott, Cammy Pinoli, Kady Fleckenstein, and Tonya Davis for Dan Baumann. Shelby Sim, Executive Director, and Danielle Laudon, Marketing & Communications Manager, were present. Dr. Kenneth Harwood, John and Kim Kelliher of Grapeline Wine Tours, Jim Campbell of ForFriends Inn, Tracy Farhad of Solvang Conference & Visitors Bureau, and Kathy Vreeland of Buellton Chamber and Visitors Bureau were present for public comment.

Public comment was made by Dr. Harwood with an economic report; Tracy Farhad thanked VisitSYV for sponsorship of Special Olympics as Solvang was the host town for the Denmark delegation.

Minutes of both the June 11th and July 16th board meetings could not be approved and will be moved to the September 10th board meeting for approval.

Executive Director Shelby Sim provided the financial report in Treasurer Bion Rice's absence. Shelby reviewed the July 2015 financials and projections for the remainder of 2015.

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

- Shelby and Danielle completed the annual report, which is fiscal rather than annual per the contract with City of Solvang.
- Shelby attended the Solvang City council meeting to answer any questions the council may have on annual report. The report was well received, and the feedback from the council was excellent. Shelby will also attend the next Buellton City Council meeting as well as the next County Board of Supervisors Meeting.
- Shelby provided an update on the Saturday Clean Air Express shuttle service.
- Shelby provided Scarecrow Fest planning update and has met with representatives from Santa Ynez, Los Olivos and Los Alamos and distributed promotional postcards.
- Shelby provided an update on the upcoming September 3rd networking reception, which will feature the following VisitSYV Member vendors: Fess Parker, Epiphany, Sanger Family of Wines, Cecco Ristorante, Bacon & Brine, and Vanessa Loves Food.

The board reviewed the option to renew the SpeedRFP Enterprise Form on VisitSYV.com for one year. Danielle presented a report detailing the number of unanswered and declined RFP's; results show this service is being underutilized by VisitSYV hoteliers, and is not benefiting consumers, whose RFP's are not being answered. The cost of renewing SpeedRFP for one year would be \$6,480 to list 27 properties that have currently given VisitSYV permission to be listed. Christine made a motion VisitSYV not renew SpeedRFP; Barry seconded the motion. Tonya commented that we ought to keep it in consideration for the future. Christine and Shelby said we will look into alternatives. After no further comments, all in favor; the motion to not renew SpeedRFP passed.

VisitSYV staff requested a budget of \$3,000.00 for the September 3rd Networking Reception at Fess Parker Winery & Vineyard. Previous networking receptions have each had a budget of \$5,000.00, but VisitSYV has never spent more than \$3,000.00 for each reception; VisitSYV staff is confident we can work with this lower number. Cammy made a motion to approve a \$3,000.00 budget for the September 3rd networking reception. Christine seconded. All in favor. A \$3,000.00 budget for the Networking Reception was approved.

VisitSYV staff is recommending a 6 month trial and a maximum \$5,000 budget for a consumer newsletter campaign. Services would include initial setup of up to 4 templates, sign-up exportation, list segmentation, analysis and 6 months of management. VisitSYV staff put the bid out to three vendors, and is recommending we contract Wil Fernandez for a 6 month trial. Kady commented that she would be hesitant to use contacts that we acquired more than a year ago, and recommended using an opt-in right away before sending to those users. Christine made a motion to approve a

maximum \$5,000.00 budget for creating a newsletter campaign and hiring Wil Fernandez for a six month basis. Kady seconded the motion. All in favor.

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. Most significant is the current PR results via our DVA campaign.

The Logo Subcommittee provided an update on the current logo draft. The committee will work with Stephanie Croff to finalize the logo, and are very excited for the outcome.

Board comments:

Kady is excited about the new logo and new marketing initiatives; she would like to talk about new marketing ideas, for example, there's been a huge increase in LGBT weddings and visitation; this is an audience VisitSYV should be marketing to. Kady would also like to pick back up on the movie map concept. Danielle brought up the app "Just Ahead" that would be a 'driving tour' as opposed to walking tour. Tonya is happy to be on the board and still getting her bearings. Barry is also glad to be here; the Landsby Inn just had 14 days of perfect sales, and is happy to see we are busy in Solvang. Cammy brought up Fess Parker Wine Country Inn & Spa's membership with CABBI (CABBI & CH&LA memberships are provided to all hoteliers by VisitSYV); she recently responded to a CABBI lead, and the Inn was featured in an LA Times write up and Robb Report. Danielle commented that she and Shelby will see about getting copied on CABBI & CH&LA leads to be sure all our hoteliers are aware of the leads. Christine said it's been a great summer, thanks to all the work of the VisitSYV Board. Shelby announced Wil Fernandez is starting an International Film Festival in the Santa Ynez Valley. For the 2 weeks leading up to World of Pinot Noir (WOPN), films will be screened in the valley. Then the awards ceremony and screenings will take place at Bacara at WOPN. Jessy noted she would like the board to think about a budget ad-hoc committee. She also asked about a Destination Guide update for the destination guide subcommittee. Shelby says we'll get an update at the September board meeting.

Kady made a motion to adjourn, Christine seconded. All in favor. The meeting adjourned at 9:47am to the meeting of September 10, 2015, 9:00 a.m., SYV Marriott

Prepared by Danielle Laudon,
Marketing & Communications Manager

Approved by Christine Forsyth,
Secretary