

Minutes of the Board of Directors of Visit the Santa Ynez Valley January 14, 2016

Visit the Santa Ynez Valley held a board meeting on January 14, 2016 at SYV Marriott, 555 McMurray Road, Buellton. The meeting was called to order at 9:00am by Linda Johansen, Vice President. Board members present included Linda Johansen, Vice President, Bion Rice, Treasurer, Christine Forsyth, Secretary, Barry Prescott, James Colvin, Tonya Davis, and Cammy Pinoli. Shelby Sim, Executive Director, and Danielle Laudon, Marketing & Communications Manager, were present. Members of the public present included Dr. Kenneth Harwood, Tracy Farhad of Solvang Conference & Visitors Bureau, Susan Williams of Wandering Dog Wine Bar, Wil Fernandez of the International Wine Film Festival, Amanda McBride of Grapeline, and Pamela Childs and Karen Davis of The Santa Ynez Valley Menu Guide.

Public comment was made by Dr. Harwood & Tracy Farhad; Dr. Harwood presented an economic report; Tracy Farhad provided a report on the success of Julefest and gave thanks to VisitSYV for grant support.

The board reviewed a grant request for Taste of Solvang held March 16 – 20, 2016. VisitSYV staff processed the grant through our matrix, and the recommended amount came out to \$3,500. Tracy Farhad spoke on behalf of the event. Bion made a motion to approve a \$3,500 grant; James Colvin seconded, all in favor. A \$3,500 grant was approved for the Taste of Solvang.

The board reviewed a grant request for the inaugural International Wine Film Festival held February 14 – March 5, 2016. VisitSYV staff processed the grant through our matrix, and the recommended amount came out to \$1,500. Wil Fernandez spoke on behalf of the event. Linda Johansen mentioned concern that the first event takes place President's Day Weekend. Barry Prescott noted that the Sunday of that weekend isn't full yet, so the event may increase overnight stays. Bion made a motion to approve a \$1,500 grant; Cammy seconded, all in favor. A \$1,500 grant was approved for the International Wine Film Festival.

Linda Johansen noted that she attended the Closed Executive Session at the December 14th board meeting, which should be recorded in the December 14th minutes prior to board approval. Christine Forsyth made a motion to approve the minutes with the addition of Linda's name in the Closed Executive Session; Bion Rice seconded; all in favor, except Cammy Pinoli, who abstained due to her absence at the December 14th meeting; the December 14, 2015 minutes were approved.

Bion Rice provided the financial report, which included review of the December 2015 financials and projections for 2016. James made a motion to approve the financials; Barry seconded. The financial report was approved.

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

- Shelby provided a recap of his involvement in the Golden Globes Gifting Suite. The Santa Ynez Valley and Santa Barbara were the only destinations represented in the gifting suite, and also the only group pouring wine. VisitSYV received excellent coverage in the suite and provided incentive offers to visit the Santa Ynez Valley via the VIP swag bags.
- Shelby will be a guest speaker at the UCSB Economic Forecast this evening, January 14, 2016.
- Shelby provided an update on the SBIF lounge area that we are sponsoring; the additional sponsor has backed out of furnishing the room, so we will be responsible for the full cost; Shelby has spoken to several vendors who are willing to work with us at cost, including Classic Party Rentals and Bella Vista. Cammy asked if we already have contracts in place or if alternate vendors are still being considered. Shelby offered to look at other vendors who are competitively priced.
- Shelby provided an update on FSC; the advertising agreement has been reached and Shelby is now working on an agreement for continued website maintenance.
- Shelby provided a DVA Marketing Update; we had our first committee meeting with Linda and Barry; DVA has been selected to continue our 2016 marketing campaign, and we are currently working on new creative and securing partnerships with Solvang and Buellton.

- Our board meeting location may need to change, as Marriott, who has been a gracious host, will no longer be able to offer complimentary meetings. Barry suggested we hold the meetings at The Landsby. Shelby recommended we have an electronic vote to secure The Landsby as our new meeting location.
- Shelby provided his activity report.

Shelby crafted his recommended stance and talking points for VisitSYV regarding vacation rentals. The talking points state that VisitSYV believes vacation rentals should be regulated, and can pay to become basic members of VisitSYV; vacation rentals would not receive the same marketing as our TBID contributing hotels, as they do not pay into the TBID. Linda made a motion to accept the Vacation Rentals statement as presented; Barry seconded; all in favor.

Danielle Laudon presented the Website, DVA, and Marketing Update, and shared an update on the SYV Restaurant Week 2016 Campaign. Website traffic is on target to beat out last year's record-breaking traffic via the DineSYV.com page. Danielle also shared the VisitSYV ad which will air before 300+ film screenings at SBIFF, and shared a preview of the new tradeshow pop-ups she worked with Kros Andrade at UVA Design Studios to design.

Board comments: Shelby provided thanks to Pamela and Karen from the Menu Guide for providing a complimentary ad in their recent issue. Shelby noted our Spirit of the Valley Education program made it into the Santa Ynez Valley News, but VisitSYV was not consulted for accuracy of reporting; Shelby plans to meet with their editor to discuss how we can remedy this in the future. Shelby would like to hold a 4 hour board retreat in February to celebrate the successes of 2015 and discuss plans moving forward. Christine asked for an update on the consumer newsletters and when they will be launched. Danielle noted the newsletter will go out shortly, and asked Wil Fernandez, our vendor implementing the program, to explain the status of our current sign-ups. Christine also asked for an update on the Spirit of the Valley program. Over 50 people have RSVP'd. Bion suggested for future seminars, we send a separate call-out email for registration. Cammy is happy to have the Restaurant Week promotion coming up and would like to think of other ideas to help combat what may be a slow period due to El Nino. Barry is excited to be here shared the success The Landsby has had with their Happy Hour "El Nino Cocktail of the Week" promo. James is confident that when the weather is good, people will come out and enjoy the valley. Tonya noted that guests of Flying Flags are still visiting, love the rain, and will certainly be out for Restaurant Week. Danielle complimented James for sharing Restaurant Week graphics and thanked the Chumash Casino & Resort for their sponsored posts sharing Restaurant Week graphics and linking to our website. Linda also complimented James and the party Root 246 held for New Year's Eve. Linda mentioned the recent Economic Impact Report which was contracted by Santa Barbara County Vintners; the report states the wine industry has a \$1.7 billion dollar impact on Santa Barbara County, with room to grow to \$2 billion if the county will allow for growth. Linda thanked Danielle for staying on top of the DVA campaign, and thanked Shelby for getting the Santa Ynez Valley the recognition it deserves. The Solvang Chamber is holding an event on January 28th and VisitSYV has a table for 8. Shelby and Danielle encouraged board members to join the table.

Bion made a motion to adjourn, Christine seconded. All in favor. The meeting adjourned at 10:12 am to the meeting of February 11, 2016, 9:00 a.m., SYV Marriott

Prepared by Danielle Laudon,
Marketing & Communications Manager

Approved by Christine Forsyth,
Secretary