

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

Visit the Santa Ynez Valley held a board meeting on July 14, 2016 at The Landsby, 1576 Mission Drive, Solvang. 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, Barry Prescott, James Colvin, Jim Rice, Cammy Pinoli, Bob Oswaks and Randolph (Randy) Pace. Shelby Sim, Executive Director, and Danielle Laudon, Marketing & Communications Manager, were present. Members of the public present include Christine Forsyth of Ballard Inn, Kady Fleckenstein of Figueroa Mountain Brewing, Tonya Davis of Flying Flags, Dr. Kenneth Harwood, Holly Cline of SYV Arts, Doug Taub of Los Alamos Valley Men's Club, Juliet Kingston of Grapeline Wine Tours, and Dean Palius and Erica Valdes of People Helping People.

Public comment was made by Dr. Harwood and Dean Palius; Dr. Harwood presented an economic report; Dean Palius provided a report on the SYV Polo Classic and thanked VisitSYV for grant support.

VisitSYV welcomed new board members Randolph (Randy) Pace, representing Sideways Inn, Jim Rice, representing Santa Ynez Inn, and Bob Oswaks, representing Bob's Well Bread Bakery. As these new members were noted at the June board meeting, this is an informal welcome and not an action item.

Jessy opened the discussion for new board officers for the 2016/2017 term; appointed officers will serve from the July 2016 Board Meeting – June 2017 Board Meeting. Linda made a motion to accept the current officer positions for President (Jessy Osehan), Vice President (Linda Johansen), and Treasurer (Bion Rice) as presented; the vote for a new secretary will take place separately; Cammy seconded; after no further discussion, all in favor. Linda made a motion to nominate and approve Barry Prescott for Board Secretary; Barry agreed to the nomination, and Randy seconded; all in favor. Barry Prescott is our new Board Secretary. The new VisitSYV Board Officers are Jessy Osehan, President, Linda Johansen, Vice President, Bion Rice, Treasurer, and Barry Prescott, Secretary.

Jessy Osehan and the entire VisitSYV board wished to thank the outgoing board members, Kady Fleckenstein, Tonya Davis and Christine Forsyth. VisitSYV provided thanks for the guidance and participation of these outgoing board members, noting their roles have been vital and important to where we are today. Jessy shared that we are happy to have new board members but don't know what we will do without these outgoing members. Shelby joined the thanks and presented a toast to celebrate their hard work. Linda shared that it takes a lot of time, energy and effort away from your job and families to serve on this board, and Kady, Christine and Tonya have all done that. Barry seconded that. Christine, Kady and Tonya each shared their own sentiments towards their time serving on the board, noting pride in the newly revitalized brand and the unity between all six towns as they have become one region.

Linda made a motion to approve the June 9, 2016 minutes as presented; Cammy seconded; Jessy, Cammy, Linda, Barry and James all in favor (Randy, Jim and Bob abstained). The June 9, 2016 minutes were approved.

The board reviewed a grant request for Los Alamos Old Days presented by the Los Alamos Valley Men's Club, Sept. 23-25, 2016; the requested amount is \$4,000. VisitSYV staff processed the grant, and the recommended amount came out to \$3,000. Los Alamos Valley Men's Club President, Doug Taub, presented and spoke on behalf of the event. Doug is trying to change the event and drum up new interest and excitement. The grant would be used for radio, print and television advertising. Bob asked whether Doug knew how the advertising dollars would be divided, and Doug shared that Laura Kath has historically placed the ad dollars and he does not know currently how they will divide them. Cammy asked how specifically Doug would like to shake things up for this year's event, and Doug shared that it would mainly be through changing the event and car show layout, getting additional event parking through the Antique Depot Mall, and adding an information booth. Linda made a motion to accept the proposed \$3,000 grant for advertising; James seconded; all in favor. A \$3,000 grant was approved for Los Alamos Old Days.

The board reviewed a grant request for Santa Ynez Valley Quick Draw, Nov. 4-6, 2016; the requested amount is \$4,000. VisitSYV staff processed the grant, and the recommended amount came out to \$3,500. Holly Cline presented on behalf of the SYV Arts Association and the Quick Draw event. This is the first year they are expanding it to be valley wide, during off season and in a new location at Flag is Up Farm. Grant funds would go to Facebook and radio ads. California Homes Magazine is going to feature the event. Almost all major nonprofits in the valley are involved. If any board members are interested in getting involved, there's a form available. The event has been moved out of August and into November. Linda asked Holly about the demographics of where the visitors are coming from; they know from anecdotal evidence and questionnaires the event draws people from LA and out of state. Web traffic is showing interest from LA and San Francisco. They may do an Eventbrite signup ahead of time to gather information on attendees (this would benefit the event's silent auction as well). Linda made a motion to accept the recommended amount of \$3,500; Barry seconded, all in favor. A \$3,500 grant was approved for the SYV Quick Draw event.

Shelby provided the financial report in Bion Rice's absence, which included review of the June financials and projections for the remainder of 2016.

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

- Board of Supervisors zipline meeting: The meeting has been scheduled for July 19th; VisitSYV supports this family friendly activity which would help diversify the offerings in the valley.
- Planning Commission Wine Ordinance meeting: This meeting has been scheduled for August 3rd. VisitSYV will be there in support of wineries.
- VisitSYV receptions: We will now hold 3 receptions a year rather than include a summer reception, when industry folks are too busy to attend.
- Saturday shuttle update: Los Olivos will be the first stop, and has maps that will be distributed on the bus. SBCAG is requesting additional funding.
- SYV Star publication: VisitSYV is pleased and will continue our relationship with the publication.
- SB Vintners Foundation: Shelby has been asked to serve on their board.
- SBIFF 2017: Shelby and Danielle met with Roger Durling and SBIFF staff to discuss interest in the 2017 festival.
- Dancing under the Stars recap: Shelby won "Most Entertaining".
- Sonoma study: Shelby will plan a trip to Sonoma to study the region's tourism infrastructure and meet with their tourism entity.
- Activity report

The board discussed the need for 2 new ad-hoc committees. Committees are formed to discuss certain topics and subjects outside of board meeting; these committees can meet together, research and discuss ideas, then present them to the board for a vote to accept. We need an executive review committee. In the past we've had a review sheet to evaluate the Executive Director's performance; it needs to be redone and we'd like to create a committee to draft a new review process. Jessy suspects that the committee will meet mostly via email and then have one larger meeting to flesh out the review sheet for board review. Jessy would like to be on the committee; Linda, Bob and Cammy are all interested. Linda made a motion to accept Jessy, Linda, Bob and Cammy as the new Executive Review ad-hoc committee; Randy seconded, all in favor. The second committee would be to research a data compilation source from our guests to the region. Shelby will be a part of this committee. We always want measurables, and what better way than to do it in house and figure out a way to ask visitors how and why they have come to the valley. Jim Rice has background in database management. Barry, James and Jim Rice all spoke of their interest. Cammy made a motion to have Jim, James and Barry form the Data Collection Project ad-hoc committee with Shelby; Linda seconded, all in favor.

The board discussed whether or not to do a reprint on the Destination Guide. We have found an additional 7,000 guides which we would need to ship from Santa Barbara to our Buellton storage. Because we have Solvang as a partner and have also been distributing to the cruise ships in Santa Barbara, this has caused us to run low on guides sooner than anticipated. Since we've discovered we have 4 pallets at Mailworks in Santa Barbara, we will bring 2 pallets back to the valley for continued distribution. The Solvang Conference and Visitor Bureau's board decided they are not in favor of a reprint. Shelby would like to recommend that we do not reprint; since we have 7,000 copies left, we should be good to

go. The next guide will be released in early December. Linda made a motion that we do not reprint the guide; Bob seconded, all in favor.

Shelby presented the discussion on the FirstStreet Creative (FSC) contract for continued web maintenance. The board received the contract and had a full month for review. The contract went through several drafts and has been reviewed carefully by our attorney. After no further comments, Cammy made a motion to approve the contract with FSC; Linda seconded, all in favor. VisitSYV will proceed with the new contract for web maintenance with FSC.

Danielle Laudon presented the Website, DVA, and Marketing Update which included updates on the DVA ad campaign, status of SEO, review of an upcoming FAM tour (thanks to a fostered relationship with Visit California's Australian office), and recap of the IPW tradeshow.

Board comments:

During board comment, each member shared which property or business they represent to allow new board members to get to know everyone better. Barry Prescott from The Landsby shared that summer has been busy, and looking at the numbers in Santa Barbara shared by Dr. Harwood gives him great satisfaction that our hotels in the valley are doing well; Barry enjoys seeing the trends shared by Dr. Harwood and is very happy with the new board members. Jim Rice from the Santa Ynez Inn thanked the board for allowing him to join and serve; he's spent the last 3 months taking in the valley and learning about what great things we offer as a destination; the Santa Ynez Inn will be hosting the SY Chamber mixer coming up, please come by. James Colvin from Hotel Corque has been here for 34 years, and used to run the Petersen Village Inn (which is now The Landsby). James thanked Barry for hosting us here, welcomed the new board members, and thanked Dr. Harwood for his presentation; we went through a couple hard years but we're still pacing forward and seeing progress. Cammy Pinoli from Fess Parker Wine Country Inn and Spa shared that they are having a weird time with weekends not being full, but weekdays are fuller than usual; it's exciting to see how sophisticated we are becoming as a region and a DMO. Shelby shared that this was a big, successful meeting, and is thrilled to have the FSC contract taken care of; we may be missing some board members due to vacation and travel, it's not a big concern and we will keep our August board meeting. Linda Johansen represents Pea Soup Andersen's Inn and the King Frederik Inn, both of which are owned by her family. Her children are 5th generation of Solvang, and she takes her role and responsibility here serious; Linda welcomed Randy, Bob, and Jim, and hopes they each take this seriously because it makes a profound difference. Linda congratulated Bob on his Travel & Leisure recognition as one of the top 15 bakeries in the small town in the US. Danielle and Shelby have taken us to an area she never thought possible. Randy Pace represents the Sideways Inn, which is going through major renovations; the landscape is almost complete and they've brought in drought tolerant plants; if you drive by at night, they've replaced all lights with LED, which haven't been turned on in over 20 years. The major renovation is at least a 6 month process. Bob Oswaks from Bob's Well Bread Bakery thanked all members for having him on the board; it gives us an opportunity to have a voice for Los Alamos as well; Business gets driven up to Los Alamos and he becomes a concierge at the bakery and drives it out to the wineries and hotels; He's excited for the growth his business has had in two years, and will be celebrating the 2 year anniversary in 2 weeks; Bob is launching a new website next week that has a great deal of community participation as well as a whole e-commerce section. Bob has also been actively tagging VisitSYV in his social media since the beginning, and VisitSYV will be present on his site too. Jessy Osehan of the Hamlet Inn and Atterdag Inn addressed the new board members and how great is to have them here. Jessy has driven by and noticed the difference at Sideways Inn, and it's tremendous what Randy and the Inn have been doing. Danielle thanked the board for their flexibility and openness to hosting media; hosting influencers is a new world for us, there's huge value in PR and editorial coverage, and if we can get a comped room or media rate to host, it will make a world of difference. Danielle added that we will be speaking with Booking.com prior to the next board meeting about the possibility of using the booking engine on VisitSYV.com (there are already 27 of our TBID properties using the booking engine independently).

Linda made a motion to adjourn. Bob seconded. All in favor. The meeting adjourned at 10:42 am to the meeting of August 11, 2016, 9:00 a.m., The Landsby.

Prepared by Danielle Laudon,
Marketing & Communications Manager

Approved by Barry Prescott,
Secretary