

Minutes of the Board of Directors of Visit the Santa Ynez Valley December 8, 2016

Visit the Santa Ynez Valley held a board meeting on December 8, 2016 at The Landsby, 1576 Mission Drive, Solvang. The meeting began in closed session at 8:30am to discuss the Executive Review and personnel. The meeting opened to the public and was called to order by President Jessy Osehan at 9:18 a.m. Board members present included Jessy Osehan, President, Linda Johansen, Vice President, Barry Prescott, Secretary, Bion Rice, Treasurer, James Colvin, Cammy Pinoli, Bob Oswaks, and Randy Pace. 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, Anna Ferguson-Sparks of Stiletto Marketing, Phil Janney of Griffin Publishing, and Sherrie Fitzgerald of Alisal Guest Ranch & Resort.

Public comment was made by Dr. Harwood and Tracy Farhad. Dr. Harwood presented an economic report. Tracy Farhad thanked the board for supporting Julefest with a grant and provided updates on attendance and ticket sales.

Linda Johansen made a motion to approve the November 10, 2016 minutes as presented; Bob Oswaks seconded; all in favor. The November 10, 2016 minutes were approved.

Bion Rice presented the financials.

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

- BOS Wine Ordinance update: There was a great show of support by wine industry and additional partners. Danielle spoke eloquently on behalf of VisitSYV at the meeting; the BOS voted not to accept the proposed revised ordinance, so the existing ordinance is in place; the ordinance can still come up, but the incoming supervisors appear friendly to the wine industry.
- Data Collection Project: The team met and finalized the questions and verbiage; the next phase is developing a plan of attack.
- 2017 Destination Guide Launch Recap: The launch took place two nights ago at Santa Ynez Inn. Phil Janney shared his appreciation for the level of cooperation from all groups involved; Phil thanked Fess Parker for allowing the cover to be shot at their winery property, and thanked Danielle for all the work that she puts into the guide. Shelby noted the great turnout and support from the industry at the launch. Tracy Farhad shared that the Solvang Mayor Jim Richardson is happy with the guide. The board thanked Phil for all of his hard work and contributions.
- Activity report for month of November

Bion presented an education committee update. The goal of the program is to raise the bar for hospitality professionals and create one voice among all hospitality professionals in the Santa Ynez Valley in order to provide a great visitor experience every time. VisitSYV held 4 seminars in 2016 and we have planned for the Spirit of the Valley Awards to take place on June 1, 2017 at our annual meeting. We had very good turnout at most of the seminars, and surveyed attendees and used the feedback to perfect the workshop and make changes. For 2017, we want to continue with 4 workshops per year; we will modify the Spirit deck to cover all the towns at each seminar. The location and venue will still rotate. Linda thanked Bion for all the work he's contributed to this; his insight has been excellent and she appreciates the time and effort he's put into the program.

The board reviewed the proposed 2017 budget, which they received ahead of schedule for careful review. With no further questions, Barry made a motion to approve the 2017 budget with amendments according to personnel costs; James Colvin seconded; Linda thanked the committee that worked on the proposed budget; all in favor. The 2017 budget was approved and will be amended to reflect personnel costs.

Shelby presented a Westways AAA Discover Co-op opportunity; VisitSYV has partnered with the Solvang CVB and Buellton Visitors Bureau to put together this co-op with great success in previous years; the cost is \$6,000 to participate

in a two page advertorial spread. Linda made a motion to accept the \$6,000 partnership; Bob seconded; all in favor. The co-op was approved.

Shelby presented the opportunity for VisitSYV to advertise in Visit Santa Barbara's Annual Visitor magazine; the cost is \$12,000 for a four page spread, which is the same price as the year prior; this deal also provides VisitSYV members with co-op pricing. Linda made a motion to accept this as presented; Barry seconded; all in favor. The VisitSYV advertorial purchase was approved.

Danielle Laudon presented the Website, DVA, and Marketing Update which included updates on the DVA ad campaign, status of SEO, recent PR successes, and a recap of the recent Visit California Global Ready China Seminar held in San Luis Obispo. Randy Pace requested Danielle provide a PDF copy of the presentation after the meeting.

The board reviewed the need to dissolve the current publication committee and form a new 2017 publication committee. Jessy has recommended we appoint a "point-person" who is meticulous and leads VisitSYV's participation in developing the 2017 guide with Griffin Publishing. Linda recommends appointing Danielle as the point person. Danielle would bring deadlines and ideas to the attention of the committee and board and communicate directly with Phil Janney of Griffin Publishing. Cammy would like to continue on the committee; Bob Oswaks and James Colvin volunteered. Linda made a motion to dissolve the past committee, appoint Danielle as the key guide contact, and appoint Bob, James and Cammy as the ad hoc publication subcommittee members; Randy seconded. All in favor. The committee was approved with Danielle as the key guide contact.

The board reviewed positions that will need to be filled with Jessy Osehan's exit from the Board of Directors and the role of President. Bion made a motion to appoint Linda as President; Randy seconded; Linda accepted the motion and is honored; Linda shared that she will be in India during the first board meeting of the new year but will be available for all other 2017 board meetings; all in favor. Linda was approved as the new VisitSYV President. As Linda was Vice President, the board must nominate a new Vice President. Linda made a motion to appoint Barry Prescott as Vice President; Cammy seconded. Barry accepted the nomination; all in favor. Barry Prescott is the new VisitSYV Vice President. As Barry was the Secretary, the board must nominate a new Secretary; Linda made a motion to appoint Bob Oswaks as Secretary; Randy seconded; Bob accepted the nomination. All in favor. Bob Oswaks is the new VisitSYV Secretary.

Board comments: Jessy shared closing comments as she leaves the VisitSYV Board; it's very clear to her this organization will continue to do great things for the valley and bring people here; it's a wonderful place to invite visitors; Jessy feels honored and proud to be a part of it for as long as she has. Cammy shared the Destination Guide launch was a great event, and thanked Danielle for editing the guide; Cammy would like to create an ambassador at each VisitSYV business; looking at the attendees at the Spirit of the Valley events – she'd love to pull from that list and create ambassadors to get more bodies to meetings and get people even more involved with VisitSYV. Jim shared that Hotel Corque is doing really strong, they still have wedding every weekend; Root 246 is moving along well; they don't have music outside currently, they're bringing it inside and will have a rock 'n roll Christmas with Richard Diaz on guitar and a drummer this Friday; on Dec. 23rd they have Christmas with Santa for adults only in the lounge, which will be a great photo op; Jim appreciates being on this board, it's a lot of fun and we're moving leaps and bounds. Barry shared appreciation for Jessy and expressed how much she will be missed. Barry noted that Linda is a perfect fit for VisitSYV's new president; this year Mad & Vin will be open for Christmas; Barry noted that for people who stay here, there needs to be options for hotel guests; closing early is fine, but on holidays we want something for our visitors; the restaurant is already nearly full for Christmas day. Randy shared that they're still going through changes at Sideways Inn, working on construction and making some major improvements; the windmill room will be called "Vintage Hall" and there's new flooring and murals on the walls; they're moving to RFID cards and away from magnetic strips. Bob has enjoyed his time on the board so far, and thanked all for the vote of confidence having him here; this is a busy season for a business like his, they came out of Thanksgiving with a crazy week and it hasn't slowed down; Bob's Well Bread is closed on Christmas but will be open New Year's Day. Bion is going to miss Jessy, she's such a gift to the organization and the community; everything Jessy has put in has taken this organization to a whole new level; Bion has been so impressed with all the committees she has formed and the special projects; the list goes on and on, Jessy has taken ownership and will be missed; Bion shared that we are in great hands having worked with Linda for years; Barry has also been tremendous and Bion is confident we will do great things under this leadership. Bion added we are very blessed to have Shelby and Danielle, and shared during

the closed meeting they had a lot of great things to say about both Shelby and Danielle, and they will be helping elevate the two to do their very best. Linda shared that she has big shoes to fill as Jessy has done such an incredible job; Linda thanked Danielle and Shelby for their inspiration and leading the organization to such a wonderful place; she is proud to be associated with VisitSYV and happy and honored to serve with the entire board; as a hotel owner and partner, Linda's business is up and she attributes that to the work of VisitSYV. Regarding the annual meeting on June 1st, Linda has already started working with James Colvin and his crew at Hotel Corque; Linda loved that Barry has brought up the topic of holiday hours and businesses being available. January 1st is also one of those days; guests are walking around with nothing to do, and these are the times we wish we could have more partnership with restaurants, shops, etc.; Linda is proud of the publication and the relationships we've developed, and thanked the entire board for stepping up, serving and putting in the time and commitment. Cammy added that she's excited for Jessy and what's going to happen to her personal projects. Shelby thanked Jessy for her service, and for bringing Shelby to the organization. VisitSYV is on the same page and focused on supporting the community; with Jessy leaving, VisitSYV will be missing a board member, and we will have Sherrie Fitzgerald's appointment to the board as an action item on the next board meeting agenda. Linda is especially happy that Sherrie is coming on board as she is knowledgeable in tourism and marketing and knows this business well. Sherrie shared a brief statement, noting there are a lot of changes going on at the ranch. Alisal has a new GM, Kathleen Cochran, starting on Monday; anything Alisal does will be an extension out to what the Santa Ynez Valley does. Danielle suggested everyone look at Alisal's Instagram to see some of the beautiful changes they're already making.

Linda made a motion to adjourn. Bob seconded. All in favor. The meeting adjourned at 10:23 a.m. to the meeting of January 12, 2016, 9:00 a.m., The Landsby.

Prepared by Danielle Laudon,
Marketing & Communications Manager

Approved by Bob Oswaks,
Secretary