

Minutes of the Board of Directors of Visit the Santa Ynez Valley February 11, 2016

Visit the Santa Ynez Valley held a board meeting on February 11, 2016 at SYV Marriott, 555 McMurray Road, Buellton. The meeting was called to order at 9:00am by Jessy Osehan, President. Board members present included Jessy Osehan, President, Linda Johansen, Vice President, Barry Prescott, Tonya Davis, Cammy Pinoli and Kady Fleckenstein. 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, Angela Soleno of Turiya Wines, and Phil Janney of Griffin Publishing.

Public comment was made by Dr. Harwood & Tracy Farhad. Dr. Harwood presented an economic report. Tracy Farhad provided an update on the promotion and presales of Taste of Solvang, noting they've had the best presales to date this year. Tracy also provided an update on recent PR coverage the Santa Ynez Valley received on Yahoo Travel via the Central Coast Tourism Council (CCTC); VisitSYV is an active member of CCTC.

The board reviewed the January 14th minutes. Linda made a motion to approve the minutes; Barry seconded; all in favor except Kady and Jessy, who both abstained due to their absence at the January 14th meeting. Because only 4 board members approved these minutes, the January 14th minutes will need to be reviewed at the March 10th meeting to be approved by a quorum.

Cammy Pinoli made a motion to approve The Landsby as the new board meeting location for the remainder of 2016; Kady seconded the motion; all in favor. All board meetings will now take place at The Landsby.

Shelby Sim provided the financial report, in Treasurer Bion Rice's absence; the report included review of the January 2016 financials and projections for the remainder of 2016. Shelby noted we are over budget on the SBIFF sponsorship due to the room buildout by \$2,600. Our new local vendor used for furnishings did not include the ceiling draping; this shortfall was fulfilled by an additional contract with Bella Vista. It was important to use local vendors and get the room done properly; the draping was essential and the sponsored lounge turned out incredible.

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

- Spirit of the Valley update: We launched our biggest initiative to date and the feedback has been incredible; we're currently coordinating the next seminar to be held March 17th at Figueroa Mountain Brewing Co.
- Shelby spoke at the Economic Forecast and was well received. The Pacific Coast Business Times featured the event and quoted Shelby heavily.
- Shelby will send the board three different dates to choose from for our next board retreat to take place in March.
- DVA marketing update: We are ironing out the 2016 creative with the help of our committee members; Solvang will be coming on board as a \$25k co-op partner, but we believe Buellton will come in at a lower co-op level this year.
- SBCAG update: Project funding has run out due to low ridership. Tracy Farhad has put forth a tremendous effort to get this going along with SBCAG. Scott Spalding of SBCAG has recently discovered funds which would allow the program to be funded for two years, but this added funding will not be accessible until July. VisitSYV may be asked to provide an additional \$2,500.00 to continue the program until the new funds kick in.
- Shelby provided his activity report.

Shelby provided the board with his recommended new contract terms with FirstStreet Creative (FSC). While we are currently paying \$7,500 per month for website maintenance, the new terms would have us paying \$3,000 per month for 30 hours per month. Anything over 30 hours per month will be billed at \$125/hour. Kady asked whether that's realistic and if we ever go over the 30 hour allotment. Danielle noted that there are months where we currently go over 30 hours due to graphic design, therefore going forward, we would have to be strategic and plan design hours ahead of time and spread them out. We can also communicate to FSC the need to stay within the allotted hours. Linda made a motion to accept the proposal; Barry seconded. During further discussion, Kady asked if the board will be able to review the new

contract before it's approved. Shelby clarified that he will have our attorney write the contract, and the board will have a full discussion after reviewing the contract. Shelby will give the board 2 weeks to review the contract. Linda made a motion to approve the process and continue on with a new contract with FSC with board approval; Cammy seconded; all in favor. A new contract will be drafted by the VisitSYV attorney for the board to review.

Shelby asked to go back and review the Director's Report for one moment to discuss our current relationship with Griffin Publishing. Phil Janney of Griffin Publishing would like to ensure we commit to another contract for the next VisitSYV Destination Guide. Phil noted that we've come a long way since we began, there is always room for improvement, and he sees bright things ahead in the future for a new agreement. There will be future discussion regarding a new contract with Griffin Publishing.

Danielle Laudon presented the Website, DVA, and Marketing Update, and shared the complete recap on the SYV Restaurant Week 2016 Campaign. The 2016 Restaurant Week digital campaign received the highest amount of unique web traffic to date, and the word of mouth feedback has been outstanding. Shelby congratulated Danielle on a successful campaign. The PR recap for the month of January already shows a valuation of \$58,000+, almost equal to the budgeted amount for the entire year for our DVA PR campaign.

Board comments:

Linda thanked Barry, Jessy, Shelby and Danielle for attending the Solvang Chamber event, which was a tremendous success. Cammy thanked Danielle for the excellent Restaurant Week coverage received. Barry spoke to the success of Restaurant Week, noting the Landsby must have turned away upwards of 300 people during the week; Barry also noted that while \$20.16 is not a lot of money, when you look at the overall numbers during Restaurant Week, 40% of diners ordered different menu items, and with wine and spirits purchased on top of that, the promotion did an excellent job increasing their January sales. Kady said hats-off to Shelby and Danielle for the SYV presence at SBIF; the lounge was the perfect infiltration into the consumer's mind without being over the top. Tonya shared her excitement for the upcoming Wine & Chili Festival which will take place at Flying Flags. Shelby commended the Solvang Chamber event and Linda for doing an incredible job as the host and emcee for the evening. Jessy shared one order of business and that there will be a closed electronic session regarding staff medical; Jessy will make note of that decision at the next board meeting. Jessy congratulated Shelby and Danielle on a job well done with Spirit of the Valley, the SBIF sponsorship, Restaurant Week, and beyond. Last, Jessy commended the entire board for their contributions and presence.

Linda made a motion to adjourn, Tonya seconded. All in favor. The meeting adjourned at 9:49 a.m. to the meeting of March 10, 2016, 9:00 a.m., The Landsby.

Prepared by Danielle Laudon,
Marketing & Communications Manager

Approved by Linda Johansen,
Vice President