

Annual Meeting Minutes of the Board of Directors of Visit the Santa Ynez Valley June 9, 2016

Visit the Santa Ynez Valley held an annual board meeting on June 9, 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, Cammy Pinoli and Tonya Davis. Shelby Sim, Executive Director, and Danielle Laudon, Marketing & Communications Manager, were present. Members of the public present included Pam Pilcher of Solvang Festival Theater, Taylor Reaume of Search Engine Pros, Randolph Pace of Sideways Inn, Wende Cappetta and Christine Borneman of Cottage Hospital, and Juliet Kingston of Grapeline Wine Tours.

Jessy began the annual meeting, noting the 2016 board slate is up for approval. The new at-large board member will replace Kady Fleckenstein of Figueroa Mountain Brewing Co., who has stepped down. Seated after an at-large election is Bob Oswaks of Bob's Well Bread Bakery. We also have a new board member in place of Tonya Davis of Flying Flags, who is Randolph Pace of Sideways Inn. Replacing board member, Christine Forsyth of The Ballard Inn, will be Jim Rice of the Santa Ynez Inn. Linda Johansen, Jessy Osehan, and James Colvin ran unopposed for their current board positions. Linda made a motion to approve the new 2016-2018 board member terms; Cammy seconded. After no further discussion, all in favor. The board slate is approved and the current slate who will serve beginning July 14, 2016 includes Jessy Osehan, Linda Johansen, Cammy Pinoli, James Colvin, Barry Prescott, Jim Rice, Randolph Pace, Bion Rice and Bob Oswaks.

Executive Director Shelby Sim presented the annual 2015 review. We've already had an incredible 2016 to date, but we'll be going over the successes of 2015 for our annual meeting. Highlights include review of the annual budget, the Spirit of the Valley Program, increase in membership, marketing co-op updates, public relations successes, a successful destination guide for the entire valley featuring 2 covers, restaurant week, additional display advertising, tradeshow recaps, and grants for the entire year (over \$70k).

Pam Pilcher asked whether members can receive a copy of the report. Shelby confirmed that the report will be provided upon request.

Linda made a motion to adjourn the Annual Meeting; Tonya seconded; All in favor. The VisitSYV Annual Meeting concluded at 9:11am. The meeting adjourned to the general board meeting of June 9, 2016, 9:30 a.m., The Landsby.

Prepared by Danielle Laudon,
Marketing & Communications Manager

Approved by Linda Johansen,
Vice President

General Meeting Minutes of the Board of Directors of Visit the Santa Ynez Valley June 9, 2016

Visit the Santa Ynez Valley held a board meeting on June 9, 2016 at The Landsby, 1576 Mission Drive, Solvang. The meeting was called to order by President Jessy Osehan at 9:30 a.m. Board members present included Jessy Osehan, President, Linda Johansen, Vice President, Bion Rice, Treasurer, Barry Prescott, Cammy Pinoli and Tonya Davis. Shelby Sim, Executive Director, and Danielle Laudon, Marketing & Communications Manager, were present. Members of the public present included Dr. Kenneth Harwood, Pam Pilcher of Solvang Festival Theater, Taylor Reaume of Search Engine Pros, Randolph Pace of Sideways Inn, Wende Cappetta and Christine Borneman of Cottage Hospital, and Juliet Kingston of Grapeline Wine Tours.

Jessy removed the action item regarding adding two ad-hoc committees from the agenda; because we have a new board forming next month, she would like to save that last action item in order for new board members to participate.

Public comment was made by Dr. Harwood, Wende Cappetta and Christine Borneman; Dr. Harwood presented an economic report; Wende and Christine presented Cottage Hospital as a resource for our hotel properties and suggested ways in which the hospital could provide resources hotels would have readily available to guests in case of emergencies. The board was very receptive to the concept of a tear-off notepad in which front desk staff could provide information and a map to the hospital upon request. Shelby offered to provide information on how to obtain these resources from Cottage Hospital in one of our newsletters.

The board reviewed the April 14th minutes. Linda made a motion to approve the minutes; Barry seconded; all in favor except Cammy, who abstained due to her absence at the April 14th meeting. The April 14th minutes were approved.

The board reviewed a grant request for Danish Days, September 16-18, 2016. VisitSYV staff processed the grant, and the recommended amount came out to \$4,000. Linda Johansen presented the grant request as a member of the Danish Days foundation. As a Danish Days participant for 67 years, Linda has seen the repeat visitors that this event has created over time. It's the largest event that happens in this valley and over the course of 3 days, over 25,000 people attend. VisitSYV has previously provided \$5,000 each year for Danish Days before adding a \$4,000 cap to all grant requests. Linda believes this event brings in consistent repeat business, and fears it will not continue without additional support. Linda has asked for \$5,000 this year on behalf of the Danish Days foundation. Jessy asked about the city request and what elements have been added to the event recently, and what the marketing/advertising budget is available for 2016. The advertising budget is \$6,000. Jessy noted that per our grants program, our grant funds must go toward advertising/marketing. Linda stepped out of the meeting to allow further discussion and recused herself from the vote. Barry made a motion to increase the grant to \$5,000; Cammy seconded. In further discussion, Jessy noted it's a wonderful event and would love for the board to consider that the \$5,000 must go to advertising. Shelby and Jessy both shared that they would like to see where the funds go and see if there are some shifts that can be made and reallocation; Shelby would also recommend an ad-hoc committee to see how VisitSYV can support and participate in the event. Bion would like to amend the motion to include that the \$5,000 must be used specifically for advertising the event. Cammy seconded. All in favor. A \$5,000 grant for Danish Days was approved and must be used for advertising. Linda reentered the meeting.

The board reviewed a grant request for Solvang Festival Theater's Clint Black concert, Wednesday, October 12, 2016. VisitSYV staff processed the grant, and the recommended amount came out to \$3,000. The request was only for \$2,000, but because the event is in off season and on a Wednesday, the grant matrix actually recommended \$1,000 over the requested amount. Barry felt it seemed odd that there's a recommended amount higher than the requested ask. Linda would like to see the matrix revisited. Pam Pilcher of the Solvang Festival Theater spoke on behalf of the event. Last fall they had The Time Jumpers with Vince Gill and it was a success; Pam was able to chat with some people who had never been to the area. They've advertised in local publications that are free and handouts that people are grabbing while

they're in town and coming back. They also promote the event via social media. Linda made a motion to approve a \$3,000 grant for marketing the event. Tonya seconded, and also commented how wonderful it is that it's a Wednesday, as we do aim to fill midweek stays. After no further discussion, all in favor. A \$3,000 grant approved for Solvang Festival Theater to promote the Clint Black concert.

Bion Rice provided the financial report, which included review of the Jan-May budget, financials and projections for the remainder of 2016.

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

- Santa Monica Cultural Salon event recap: The salon was a success. We contributed \$3,000 to be a partner in the event. The jury is out on whether or not we want to do something like this again. Shelby asked Bion for his opinion; for Artiste, it was worth it, the PR element is a long haul effort, and the relationships they got will be nurtured over time.
- Summer Reception Planning: We are planning for the 4th week of July at SYV Marriott.
- Allan Hancock Scholarship, VisitSYV provided 2 scholarships: Danielle and Shelby attended. Shelby would like to talk about increasing our grant funds for this to \$2,000 or \$2,500 per scholarship. Most of the students in the hospitality programs are already very hardworking people. Jessy recommended for next year's Annual Board Meeting we have a scholarship recipient attend and speak.
- TAG certification recap: We had about 12 hoteliers present and 9 businesses. 2 workshops took place, one for hoteliers, and one for all hospitality. There were 39 attendees overall. We received 3 articles in the press. The Solvang CVB provided thanks for our help. Linda thought it was excellent and well done.
- Spirit of the Valley recap: Danielle executed the recent Spirit of the Valley seminar with Dave Pollock at the Santa Ynez Historical Museum. The attendance was low but very engaged; because summer is in full swing, we will hold off until after the summer season to resume the Spirit workshops.

The board discussed renewing the Griffin Publishing contract for 3 years. Everyone has been pleased with the partnership, design, layout and two covers for the destination guide. Linda made a motion that we continue for another 3 years with Griffin Publishing for our SYV Destination Guide; Barry seconded, all in favor. A three year contract renewal was approved.

The board discussed whether to give permission to Lompoc Visitors Bureau to use our Spirit of the Valley program. Barbara Satterfield of the Sta. Rita Hills Winegrowers Alliance attended our Buellton Spirit of the Valley workshop, and shared our packet with Lompoc; they've asked for our approval to allow them to use it. Shelby and Danielle see this as a good opportunity for Santa Ynez Valley to share the wealth and allow Lompoc to up their level of customer service as well. Randy Pace asked about what Spirit of the Valley is, and Shelby explained it's our education program that offers hospitality service training for front desk, retail associates, tasting room associates, etc. The board agreed that VisitSYV should get recognition as a founder and inspiration. Bion made a motion to give permission to Lompoc with the condition that they give VisitSYV credit as inspiration from Visit the Santa Ynez Valley Spirit program. Barry seconded. After no further discussion, all in favor.

Danielle Laudon presented the Website, DVA, and Marketing Update which included updates on the DVA ad campaign, relationships formed at Santa Monica Cultural Salon event, status of SEO and introduction of Taylor Reaume of Search Engine Pros, CCTC & the upcoming IPW tradeshow.

Board comments: Shelby would like to propose we order 3 more pallets, which would be 10,000 more copies. With board permission he will work with Phil to order those. Jessy recommended the additional guides be an agenda item in July. Linda congratulated Shelby and Danielle on all they do. She also thanked the outgoing board members for their service and welcomed the new members; it's an important service to our valley, and is making a huge difference to the community. Linda also thanked the board for their support of Danish Days, and provided kudos to Shelby on the first quarter report. Bion agreed with Linda on all counts; the SYV brand is shining right now, and we should all be proud of ourselves for getting to this point. Bion shared kudos to Shelby and Danielle and is more and more impressed when he

sees what Danielle is accomplishing behind the scenes. Barry said great job to everyone, and believes it's going to be a great summer. Tonya thanked everyone, shared that it's her last meeting and that's bittersweet; she has learned so much about the valley and each board member. Cammy thanked the board members who are leaving, and welcomed the new; tonight Fess Parker is doing a 'Sip and Shop' event at the Inn; things are busy, but she wants to get board members out to Fess Parker to see the enhanced tastings they're offering at the winery. Cammy is impressed with the momentum of the organization. Jessy is happy to have Taylor Reaume on board for SEO.

Cammy made a motion to adjourn. Linda seconded. All in favor. The meeting adjourned at 11:04 am to the meeting of July 14, 2016, 9:00 a.m., The Landsby.

Prepared by Danielle Laudon,
Marketing & Communications Manager

Approved by Linda Johansen,
Vice President