

Minutes of the Board of Directors of Visit the Santa Ynez Valley March 10, 2016

Visit the Santa Ynez Valley held a board meeting on March 10, 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, Bion Rice, Treasurer, Christine Forsyth, Secretary, Barry Prescott, James Colvin, Kady Fleckenstein, 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, Dean Palius and Erica Valdes of People Helping People, Pam Pilcher of Solvang Festival Theater, Tracy Farhad of Solvang Conference & Visitors Bureau, and Morgen McLaughlin of Santa Barbara County Vintners Association.

Public comment was made by Dr. Harwood & Tracy Farhad; Dr. Harwood presented an economic report; Tracy Farhad thanked the VisitSYV board once more for supporting the upcoming Taste of Solvang and gave an update on ticket presales.

Jessy Osehan announced the results of an electronic vote which took place after the February 11th board meeting; the board electronically voted to increase staff's health stipend from \$250 per month to \$300 per month; this increase was made retroactive to January 1, 2016.

Linda Johansen made a motion to approve the January 14th Board Meeting Minutes; Barry seconded. All in favor, except Kady Fleckenstein, James Colvin, and Jessy Osehan, who abstained due to absence at the January 14th meeting; the January 14th minutes were approved.

Linda Johansen made a motion to approve the February 11th Board Meeting Minutes; Kady seconded. All in favor, except Christine Forsyth, who abstained due to absence at the February 11th meeting; the February 11th minutes were approved.

The board reviewed a grant request for the Solvang Festival Theater's Jazz Concert Series, "Sundays Under the Oaks", which will be held June 26, July 31, August 7, August 14, August 28, and September 18, 2016. VisitSYV staff processed the grant, and the recommended amount came out to \$2,000. Pam Pilcher provided additional information and shared that the musicians attending have large followings from our target LA market. Linda made a motion that we approve the recommended \$2,000 grant; James seconded, all in favor. A \$2,000 grant was approved for the jazz series, "Sundays Under the Oaks" at Solvang Festival Theater.

The board reviewed a grant request for People Helping People's Polo Classic, which will be held June 25, 2016. VisitSYV staff processed the grant, and the recommended amount came out to \$3,000. Dean Palius provided additional information, noting that they have outgrown the former Buellton location and are now moving to Happy Canyon Vineyard in Santa Ynez; PHP will be advertising in Westlake and Malibu, and attendance is expected to be between 1,200-1,800 guests. Shelby thanked Dean & Erica for applying for a grant, noting that this is the type of event VisitSYV is happy to be a part of. Linda appreciates that the event is growing and recommended provided a larger grant than the original recommended amount. Kady made a motion to go above the recommended amount and approve a \$3,500 grant; James seconded. Jessy asked to confirm the VisitSYV logo will be present in advertising materials; Dean confirmed and noted that PHP will provide tickets so that some VisitSYV board members and staff can attend and see what the event is all about. All in favor after no further discussion. A \$3,500 grant was approved for People Helping People's Annual Polo Classic. Christine added that she would like to see PHP reach out to hotels for packaging; Cammy and Christine both expressed interest in putting together packages with PHP.

Bion Rice provided the financial report, which included review of the February financials and projections for the remainder of 2016.

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

- Recap of the Visit California Travel Outlook Forum: Shelby and Danielle attended the forum and made connections with international Visit California representatives.
- Saturday Shuttle update: Visit Santa Barbara has also signed on as a partner to help fund this project.
- DVA Marketing Co-op update: Solvang CVB is on board for \$25k for the 2016 co-operative campaign; Buellton is on board for \$10k and will be a PR-specific co-op partner.
- FirstStreet Creative (FSC) contract update: Shelby has met with our attorney who will review a new website contract which FSC will create.
- Publication update: Griffin Publishing has offered to reduce our cost for the Destination Guide annually.
- June Board Election update: The following board members are up for re-election in June 2016: Tonya Davis (representing Buellton), Christine Forsyth (representing the unincorporated), Jessy Osehan (representing Solvang), James Colvin (representing Solvang), and Kady Fleckenstein (representing the at-large membership).
- Short term vacation rental update: The Santa Barbara County planning commission directed staff Wednesday to draft an ordinance allowing short-term rentals on all agricultural zoned lands, including land in agricultural preserve contract.
- Activity report

During the Director's Report, Bion and fellow board members complimented the annual report that Shelby and Danielle created for the County's review.

Shelby presented his recommendation for a board retreat on March 16, 2016. Linda made a motion to approve the board retreat set for March 16, 2016, starting at 10:45am and ending at 2:45pm; Christine seconded, all in favor. The board retreat will take place at Happy Canyon Vineyard.

Shelby presented his recommendation for a Spring Networking Reception to be held at Barbieri Tasting Room in Los Olivos on Wednesday, April 13th. Linda made a motion to approve the location, date and time; Barry seconded, all in favor. The Spring Networking Reception will be held on April 13th from 5-7pm at Barbieri Wines, 2369 Alamo Pintado Ave, Los Olivos, 93441.

Danielle Laudon presented the Website, DVA, and Marketing Update, and shared the recent success of attending the Bay Area Travel & Adventure Show, which was an incredible opportunity for brand awareness and to educate our targeted Bay Area audience.

Board comments:

Shelby noted the importance of the upcoming Board of Supervisors election and recommended everyone attend the BOS Candidate Forum which will be hosted at Hotel Corque by Santa Barbara Vintners and The Independent. Morgen McLaughlin will work with Shelby to ensure tourism-related questions and concerns are included in the discussion. Kady announced Figueroa Mountain Brewing Co. is sponsoring a cycling team which will represent Fig all over California. Kady has also recently signed up as President of the Central Coast Brewers Consortium and will work on connecting brewers with DMOs, tourism entities and hoteliers. Linda congratulated Kady on the news, and announced that she recently invited Shelby to meet with Karin Nielsen from Atlantic Link, helping connect VisitSYV with our international audience and increasing our visibility. Bion shared Sunstone will be shifting towards a culinary focus and hosting fewer weddings. Danielle noted she will be very sad to miss the Board Retreat, but will be representing VisitSYV at the Central Coast Tourism Council Planning Retreat. Tonya is excited that RV Flying Flags Resort will be hosting the Wine & Chili Fest, and also noted that she will be sending staff to VisitSYV's upcoming Spirit of the Valley seminar, which will take place Thursday, March 17th from 8:30am-12:00pm at Figueroa Mountain Brewing Co in Buellton. Barry announced The Landsby will adding 9 more rooms, and that they've just recently hired Jim Rice as General Manager of The Santa Ynez Inn. Barry also commented on what a great team and fit this board has become. James thanked Barry for hosting us at

The Landsby, and noted that Hotel Corque will be hosting the SCOR Solvang Century bike ride this coming weekend. Cammy noted that Fess Parker is also looking at a similar focus to Sunstone and will be emphasizing the culinary wine experience with enhanced tastings as a focus. Cammy also noted that she has several staff members planning to attend the Spirit of the Valley seminar next week. Jessy thanked the entire board for their commitment and attendance, commended the annual report VisitSYV submitted to the county, and encouraged everyone to attend the BOS Candidate Forum.

Linda made a motion to adjourn, Kady seconded. All in favor. The meeting adjourned at 10:11 am to the meeting of April 14, 2016, 9:00 a.m., The Landsby.

Prepared by Danielle Laudon,
Marketing & Communications Manager

Approved by Christine Forsyth,
Secretary