

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

Visit the Santa Ynez Valley held a board meeting on August 11, 2016 at The Landsby, 1576 Mission Drive, Solvang. The meeting was called to order by Vice President Linda Johansen at 9:00 a.m. Board members present included Linda Johansen, Vice President, Barry Prescott, Secretary, Bion Rice, Treasurer, James Colvin, 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 included Mayor Jim Richardson, Dr. Kenneth Harwood, Taylor Reaume of SearchEngine Pros, Christine Borneman of Cottage Hospital, and Tracy Farhad, Executive Director of the Solvang Conference & Visitors Bureau.

Public comment was made by Dr. Harwood, Christine Borneman, and Tracy Farhad; Dr. Harwood presented an economic report; Christine Borneman provided emergency information for all board members present; Tracy Farhad thanked all properties and board members who signed up for TAG certification, and VisitSYV for paying the first year dues for all hoteliers who become certified.

Randy Pace made a motion to approve the July 14, 2016 board meeting minutes as presented; Cammy seconded; all in favor. The July 14, 2016 minutes were approved.

The board reviewed a grant request for Day in the Country presented by Los Olivos Business Organization (LOBO), to be held Saturday, October 15, 2016; the requested amount is \$7,000. VisitSYV staff processed the grant, and the recommended amount came out to \$3,500. Paige Lindquist presented and spoke on behalf of the event, presenting posters and postcards to the board and noting changes the organization plans to make to the creative. Cammy made a motion to accept the proposed \$3,500 grant for advertising; Bion seconded; all in favor. A \$3,500 grant was approved for Day in the Country.

The board reviewed a second grant request presented by LOBO for Olde Fashioned Christmas, to be held Saturday, December 3, 2016; the requested amount is \$3,000. VisitSYV staff processed the grant, and the recommended amount came out to \$3,000. Paige Lindquist presented on behalf of LOBO. James made a motion to accept the recommended amount of \$3,000; Barry seconded, all in favor. A \$3,000 grant was approved for the Olde Fashioned Christmas event.

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

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

- Board of Supervisors meeting on Zipline development in Buellton: The zipline project was approved to move forward; approximately 80-90 people showed up and wore branded t-shirts which demonstrated their support. Both Shelby and his son Aiden spoke. Mayor Jim Richardson also spoke in support of the zipline.
- Planning Commission meeting on Wine Ordinance: Shelby and Bion Rice both spoke in support of the wineries at the meeting. The Planning Commission is extending the date for their decision in order to make further changes to the ordinance. The next meeting is scheduled for September 19<sup>th</sup>. The Vintners Association will have a town hall style meeting to explain what the ordinance is and how it will affect all.
- The Planning Commission's discussion on short term vacation rentals has also been extended to September 21<sup>st</sup>. Shelby shared that some hoteliers noted occupancy in the unincorporated territory has been down, and there is concern about vacation rentals having representation side by side with hotels on VisitSYV.com. VisitSYV will revisit vacation rentals in the future and what level of presence they should have on our website.
- Data collection project: The data collection ad-hoc subcommittee will hold its first meeting next Tuesday at the Santa Ynez Inn. The committee is made up of Barry Prescott, Jim Rice, James Colvin and Shelby Sim.
- Upcoming press trip: Last year Shelby went on two press trips; this year he will go to New York with Justin Yax in October.
- Activity report

Danielle Laudon presented the Website, DVA, and Marketing Update which included updates on the DVA ad campaign, status of SEO, recap of recent FAM tour with Australian media, and review of recent PR successes.

Due to turnover in the last few years, there would be value in VisitSYV hosting a hotelier-only reception for managers and their select staff to get to know each other. Rates would not be discussed at this event. Linda thinks this will be a great opportunity. Cammy made a motion to schedule a networking reception for SYV hoteliers only; Randy seconded, all in favor. This will be scheduled on a Tuesday or Wednesday at a date to be determined.

The board discussed whether or not to hold a board meeting on Thursday, September 8th as this is a short holiday week. The board agreed that since the majority can attend, the meeting will go on as scheduled.

Board comments:

Barry shared that it's been a busy summer at the Landsby; Linda congratulated Barry on how he's positioned the property in the valley and how he has opened the Landsby up to community. James would be happy to host to VisitSYV hotelier reception, and shared that Hotel Corque had a record breaking July; August is a little tough with school starting early and the Olympics, but September/October is well booked for weddings. Cammy shared that Fess Parker Wine Country Inn & Spa was slower in July with midweek full and weekends open, which was an unusual trend; the rest of the year is trending nicely. Bion briefly recapped what was said at Winery Ordinance meeting, noting there was a lot of support; 35 winemakers showed up, from new entrepreneurs to established wineries, and everyone is trying to help each other to create one voice; Shelby did a great job of representing the region as a whole; it's important to have the hotel presence and Bion encouraged fellow board members to come to the next meeting and show their support. Randy shared how the Sideways Inn has been doing since they took over the property in April; they are currently looking for a new hotel reservation system, and looking for suggestions; Cammy would be happy to meet with Randy and provide some reservation system recommendations. Bob just celebrated the two year anniversary of Bob's Well Bread Bakery on August 1<sup>st</sup>; this summer has been enormously busy for the bakery, and July was the busiest month to date; Bob shared additional updates for the town of Los Alamos, noting The Station is going to be with a restaurant group and with Alta Maria Wines; The Union has a bar now open and they're starting to renovate rooms for the hotel; there's also a remodel at Skyview Motel, which was sold to the group that owns The Granada in San Luis Obispo. Danielle read a letter from Allan Hancock scholarship recipient, Eduardo Cortes, sharing his gratitude for the VisitSYV scholarship he received; she also reminded the board that Theo at Global Gardens is hosting a celebration of her Better Home and Gardens spread this evening. Linda thanked Bion for representing all of us at the Planning Commission's Winery Ordinance meetings; Shelby asked Linda to write a letter to the commission as she is unable to attend in person; Linda commented on the Olympics and how special it is that there are multiple Santa Barbara County Olympians; the quality of the individuals representing our region out there in the world is something to be proud of; Barry asked whether we should we do something to welcome the Olympians back home, and the board agrees this is a good idea. Linda thanked the board for working with her in Jessy's absence today, and thanked the special guests who attended the meeting. Shelby noted that he's been with VisitSYV for two years now, and still feels like the luckiest guy alive; Shelby shared appreciation for Danielle, noting she is thorough, has a can-do attitude, and makes it possible for him to be out in the community.

Bob made a motion to adjourn. Barry seconded. All in favor. The meeting adjourned at 10:00 am to the meeting of September 8, 2016, 9:00 a.m., The Landsby.

Prepared by Danielle Laudon,  
Marketing & Communications Manager

Approved by Barry Prescott,  
Secretary