

## Minutes of the Board of Directors of Visit the Santa Ynez Valley July 13, 2017

Visit the Santa Ynez Valley held a board meeting on July 13, 2017 at The Landsby, 1576 Mission Drive, Solvang. President Linda Johansen called the meeting to order at 9:00 a.m. Board members present included Linda Johansen, President, Barry Prescott, Vice President, Bob Oswaks, Secretary, Sherrie FitzGerald, Andrew Economon and Randolph Pace. Board member Jim Rice was absent. Shelby Sim, Executive Director, Danielle Laudon, Director of Marketing, and Marisa Yott, Member Services, were present. Members of the public present included Tracy Farhad, Liz Dodder, Lisa Walter, Dr. Kenneth Harwood, Bryan Maroun, Chris Candelaria, Anna Ferguson-Sparks, Felipe Murcia, Bion Rice, Steve Doolin, Jonathan Rosenson, and Juliet Kingston.

Dr. Harwood provided public comment, sharing an economic report.

Bob Oswaks made a motion to ratify Bryan Maroun as a board member representing a member at-large position, and to ratify Felipe Murcia as a board member representing an unincorporated hotelier position; Sherrie seconded, all in favor. Felipe and Bryan joined the board as active members.

Randolph made a motion to approve the June 1, 2017 minutes as presented; Andrew seconded, all in favor, except Felipe and Bryan who abstained as new board members. The June 1, 2017 minutes were approved.

The board reviewed a grant request for the Los Alamos Old Days, presented by the Los Alamos Valley Men's Club, September 22-24, 2017; the requested amount is \$4,000. VisitSYV staff processed the grant, and the recommended amount came out to \$3,000. Steve Doolin was present to answer any questions the board may have. Linda loves the event and appreciates the growth Los Alamos has been experiencing, noting this is a local event, but it draws many visitors as well. Sherrie made a motion to approve the recommended amount of \$3,000; Bob seconded. All in favor after no further discussion. A \$3,000 grant was approved. Steve thanked the board on behalf of the town of Los Alamos and the Los Alamos Valley Men's Club for the support.

Shelby Sim presented the May and June 2017 financials.

The July 2017 – June 2018 Term Board Officers were elected as follows:

- **President:** Randolph made a motion to nominate and ratify Linda Johansen as President; Bob seconded. All in favor. Linda Johansen is now VisitSYV President for the July 2017 – June 2018 term.
- **Vice President:** Andrew made a motion to nominate and ratify Barry Prescott as Vice President; Randolph seconded. All in favor. Barry Prescott is now VisitSYV Vice President for the July 2017 – June 2018 term.
- **Treasurer:** Barry made a motion to nominate and ratify Randolph Pace as Treasurer; Bob seconded. All in favor. Randolph Pace is now VisitSYV Treasurer for the July 2017 – June 2018 term.
- **Secretary:** Sherrie made a motion to nominate and ratify Bob Oswaks as Secretary; Barry seconded. All in favor. Bob Oswaks is now VisitSYV Secretary for the July 2017 – June 2018 term.

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

- Annual Meeting/Spirit of the Valley awards recap: We've received excellent feedback regarding our first major annual meeting. KEYT livestreamed the event and John Palminteri featured it on the evening news. We've placed an ad in the SYV news announcing the 2017-2019 Board of Directors and celebrating our Spirit of the Valley award recipients.
- Retreat Recap: We had an excellent retreat with a lot of great bonding for the current board. The takeaway was that the board wants to be more involved via ad-hoc subcommittees. We discussed holding a part 2 to the retreat, and perhaps holding them quarterly or biannually.
- Buellton in Hollywood recap: Buellton organized an influencer event on a rooftop on Sunset in LA. Shelby attended, and it was an incredible event with 50-60 influencers and media in attendance. It was great that Kathy Vreeland as a partner allowed Shelby to attend.

- **Brown Act:** Shelby reviewed the Brown Act and let the board know he is seeking a quote for a training session with Civitas. There is also a Brown Act section in each director's binder; Danielle and Shelby will make sure each new board member has a binder and will make a new one for Andrew.
- **DMA West CEO Summit:** Shelby is attending at the end of this month in Aspen. It will be the first professional development event that Shelby will be attending on behalf of VisitSYV.
- **NYCWFF, October 14<sup>th</sup> & 15<sup>th</sup>:** We are pulling the trigger on this opportunity. We will be the destination sponsor at the New York City Wine and Food Festival and will give away 45 packages to the VIP celebrity attendees in the greenroom. This is a great opportunity in which A list celebrities will take photos with our destination branding. As Shelby nails down the final pieces, he will let everyone know what the packages include.
- **Activity Report for month of June**

VisitSYV is the exclusive wine sponsor of the Sundance Next Fest for \$5,000, a sponsorship that is normally priced at \$25,000. The event takes place in downtown LA, August 10 – 13, 2017. Danielle and Shelby would like to secure additional monies to cover expenses (i.e. branded glassware). Linda made a motion to put an additional \$6,000 towards the event, with the advice that VisitSYV work to use less and cut costs where we can; Bob seconded. All in favor.

The following committees were agreed upon and will dissolve automatically on July 1, 2018. At that time, new committees will form and/or be renewed.

- **Marketing Ad-Hoc Committee:** Linda Johansen, Bob Oswaks, Andrew Economon
- **Publication Ad-Hoc Committee:** Bob Oswaks, Sherrie FitzGerald, Bryan Maroun
- **Crisis and Emergency Preparedness Ad-Hoc Committee:** Jim Rice, Sherrie FitzGerald, Barry Prescott
- **Budget Committee:** Randolph Pace, Felipe Murcia, Barry Prescott
- **Data Collection Ad-Hoc Committee:** Bob Oswaks, Barry Prescott, Randolph Pace
- **Education Ad-Hoc Committee:** Linda Johansen, Felipe Murcia, Bryan Maroun, Andrew Economon

Danielle Laudon presented the marketing update, which included review of May and June VisitSYV.com web trends and SEO, and the DVA campaign. After seeing the huge success of our most recent hosted influencer, PaleOMG, who is based out of Denver, Andrew suggested we look to host more influencers that are based in our direct flight markets.

Board comments:

Andrew shared that the Chumash Casino Resort lost phone service for 48 hours due to the fire, and set up a call center at Hadsten House; Bob also shared that the fire affected the cell towers; Felipe shared if affected security systems. If we have an event like this again, we should post something online wherever possible; VisitSYV shared links and a statement on our social media channels, but once we work with our crisis ad-hoc committee, we'll create an emergency page on VisitSYV.com for information in the future. Barry shared that The Landsby has had firefighters staying all week; their new rooms should be online next week; Solvang Third Wednesday is next Wednesday and has really picked up; they're getting new iPads and will switch to card only transactions for the wine walk sales; the Summer concert series is also going well. Randy shared that Sideways Inn has been struggling with online bookings because of the software which is set up for camping reservations. Bryan shared that Sunstone had a strong 4th of July weekend; the heat this past weekend and the fire evacuation has, however, affected their tasting room, and they've been keeping their doors closed due to smoke; Bryan is working on building online sales since they've been affected. Bion chimed in that the wine industry still seems to be kicking it and they're breaking records, though it appears Los Olivos is struggling due to the volume of tasting rooms. Felipe shared that the Fess Parker Wine Country Inn was packed for the 4th of July weekend; due to the fire, they had a 30 person dinner cancel last minute, but after Sunday, the air quality improved in Los Olivos; as Los Olivos has a lot of tasting rooms, they're looking to add some additional cultural and leisure opportunities at the inn, and will be kicking off live music on the 20th, and then after August 3rd it will occur every Thursday. Shelby shared that The Hampton Inn & Suites in Buellton is online; Shelby asked Danielle and Marisa to make sure they are listed on our website; the property does not have restaurants or meeting space. The Vintners 5 Miler takes place on the 22<sup>nd</sup> and VisitSYV has 5 runners for our team, including Bryan, Danielle, Marisa, Felipe, and Shelby. Sherrie noted that they did have one helicopter swoop in and grab water from their lake; they made sure their guests knew they weren't majorly affected by the fire; Sherrie will be up in San Francisco next week meeting with media, print, digital and radio; they have

a healthy September and October planned for group business. Bob shared that the bakery started the month of July really strong with a great Fourth of July weekend, then the heat and fire took a bite out of them last weekend. Felipe shared that as a positive, last year he endured the Big Sur fires and it took them 30-35 days to get out of the 5% containment stage, but as of yesterday, the Whittier fire was already about 50% contained; Felipe also shared that Highway 154 will be re-opening soon. Linda thanked Shelby, Danielle and Marisa for all of their efforts on behalf of VisitSYV, and gave special thanks to Andrew and Chumash for using their busses to get the children out of the camps that were endangered by the Whittier fire; PCPA has a great play out now (Lend Me a Tenor) and she encourages everyone to share it with their guests and see it themselves; Linda thanked the new board members for their service, noting it's great to have fresh ideas and we appreciate their time and creativity; Linda looks forward to the next retreat, as it's important to build relationships with the team. Last, we had a death in the community and it's something that affects all of us; Tenley Fohl's husband Pete passed away; VisitSYV sent a living arrangement with our condolences but anyone who would like to individually send a card is welcome.

Sherrie made a motion to adjourn the meeting; Bob seconded. The meeting adjourned at 10:20 a.m. to the meeting of August 10, 2017, 9:00 a.m., The Landsby.

Prepared by Danielle Laudon,  
Director of Marketing

Approved by Bob Oswaks,  
Secretary