

## Minutes of the Board of Directors of Visit the Santa Ynez Valley June 1, 2017

Visit the Santa Ynez Valley held a board meeting on June 1, 2017 at Hotel Corque, 400 Alisal Rd, 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, Bion Rice, Treasurer, Bob Oswaks, Secretary, Sherrie FitzGerald, Cammy Pinoli, Jim Rice, Andrew Economon and Randy Pace. Shelby Sim, Executive Director, Danielle Laudon, Director of Marketing, and Marisa Yott, Member Services, were present. Members of the public present included Tracy Farhad, Pam Pilcher, Lisa Walter, Dr. Kenneth Harwood, Bryan Maroun, Chris Candelaria and Juliet Kingston.

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

Randy made a motion to approve the May 11, 2017 minutes as presented; Barry seconded, all in favor. The May 11, 2017 minutes were approved.

The board reviewed a grant request for the Jazz & Beyond Series, presented by the Solvang Festival Theater, July 9 & 23 and August 13 & 27, 2017; the requested amount is \$1,500. VisitSYV staff processed the grant, and the recommended amount came out to \$1,500. Pam Pilcher presented on behalf of the request; this will be their 6th summer series. Linda loves that this event takes place on Sundays. Andrew asked if we could see the zip codes for ticket buyers from last year; Pam would be happy to share that information later. Bob made a motion to approve the recommended amount of \$1,500; Cammy seconded. All in favor after no further discussion. A \$1,500 grant was approved.

The May 2017 financials will be reviewed at the July board meeting.

Shelby presented the election results for the open at-large board member position. This is the largest number of votes we've ever had, and our new incoming at-large board member will be Bryan Maroun of Sunstone Winery. VisitSYV will officially ratify him at the July board meeting to serve a 2017-2019 term. Board officer elections will also take place at the July board meeting.

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

- TBID court ruling in San Diego: Recently in jeopardy due to a lawsuit, San Diego's TBID has won a recent legal battle and is no longer threatened. This is something Shelby has been keeping an eye on via Civitas.
- Airport advertising: We are moving forward with our digital ad purchase at the Santa Barbara Airport. There will be a max of 12 advertisers. SBA has 60% leisure and 40% business travelers.
- Recent national election effects on tourism: We've seen a few articles on this recently. International travel is down 16% since October across US. LA and SD have been affected the most.
- May 16th Networking Reception recap
- IPW: Danielle leaves for DC on Friday to set up our IPW presence and Shelby will join her on Sunday.
- Retreat: Shelby reminded the board that our retreat is scheduled for June 21<sup>st</sup>.
- Annual meeting: Shelby reviewed the agenda.
- Allan Hancock scholarship presentations: Shelby attended the awards presentations and presented two Allan Hancock students with VisitSYV scholarships.
- Activity Report for month of May

Danielle Laudon presented an overview of our current schedule of appointments and preparations for IPW, and presented the new lodging tri-folds that she and Marisa designed and printed. VisitSYV has over 25 appointments scheduled in the marketplace with travel buyers and receptives, and a full book of appointments in the media marketplace with freelance writers and domestic and international publications. Review of May VisitSYV.com web trends, DVA Campaign, Marketing & SEO update will take place at July board meeting.

Board comments:

Andrew noted that June weather is looking good and occupancy also looks strong. Randy shared that business has picked up at Sideways Inn, it's great to have more rooms to rent, and reviews have gotten much higher. Jim Rice agreed with Andrew, noting June is shaping up nicely; Santa Ynez Inn has completed their renovations and rooms have been completed. Barry shared that The Landsby still has renovations in the works; the ADA ramp is still in progress and they just ordered brick for the ramp and the patio; they'll have two fire pits and the new rooms should be online at the end of the month; Memorial weekend was very good for them; Barry noticed that their international travelers are actually up. Cammy noted it's been a pleasure sitting on the board with Bion; his passion for the valley and hospitality shines. Cammy thanked Bion for all his efforts and welcomed Byran Maroun; The Bear and Star keeps getting good press and overall they're doing a great job; in terms of rooms, it's the same challenge from Sunday – Thursday, how do we grow that business and work on getting groups? Shelby expressed his gratitude to Bion, noting what a huge part of the merger and creating this organization he was; Shelby offered two tickets to the Jazz & Olive Festival to the board; Cammy added for anyone going to the jazz fest, they should stop by Fess Parker Wine Country Inn for a sip and shop event. Andrew will attend the Jazz & Olive Fest. Bion shared that it has been his honor being on the board; he got here in 2011 and saw a gap in the connectedness between the organizations; he felt strongly after seeing Mondavi bring people together in Napa, he wanted to do something similar in the valley, not just the townships but getting the industries to connect to each other; Bion believes VisitSYV is going to continue to do an incredible job. Sherrie thanked Bion for his service; Sherrie noted Alisal was down slightly in occupancy but they're sold out just about every day until late August; they're really going after midweek group business; in two weeks Sherrie leaves for Cvent Connect and is attending for the first time. Bob thanked Bion for his hard work, stating that though he's only served with him for a year, he's gotten to know Bion and appreciates his dedication and spirit; on Saturday from 1-3, Bion will be pouring complimentary Sunstone wine at Bob's Well Bread Bakery as part of Bob's 'Meet the Winemaker' series; Bob also shared the many recent PR successes the restaurant and bakery has had. Danielle thanked Bion for everything he's done for VisitSYV and the hospitality industry at-large; she also can't wait to get to know Bryan and is confident that he will bring so much to the table for VisitSYV. Linda addressed Bion as a visionary who has helped the valley immensely; she is eternally grateful for his work; Linda gave a glowing review to the first quarter report and thanked Shelby; Shelby said it's a team effort and Danielle worked on it as well; Linda is so thrilled by the diverse properties that we have in the valley, noting it behooves us to work together and share this diversity with our guests; regarding IPW, Linda is confident Danielle and Shelby will represent us well at the show.

Linda called the meeting to adjourn at 9:48 a.m. to the meeting of July 13, 2017, 9:00 a.m., The Landsby.

Prepared by Danielle Laudon,  
Director of Marketing

Approved by Bob Oswaks,  
Secretary