

## Minutes of the Board of Directors of Visit the Santa Ynez Valley September 14, 2017

Visit the Santa Ynez Valley held a board meeting on September 14, 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, Sherrie FitzGerald, Andrew Economon, Bryan Maroun, Felipe Murcia, Karla Azahar and Jim Rice. Board member Bob Oswaks was absent. Shelby Sim, Executive Director, Danielle Laudon, Director of Marketing, and Marisa Yott, Member Services, were present. Members of the public present included Anna Ferguson-Sparks, Tracy Farhad, Daniel Lahr, Liz Dodder, Chris Candelaria, Lisa Walter, Budi Kazali, and Kris Kazali.

Dr. Harwood provided public comment, sharing an economic report. Tracy Farhad provided public comment, sharing an update on the Solvang CVB mobile-based Solvang Heritage Walk audio tour to launch during their Strategic Marketing event on October 26 at 10am, update on upcoming Solvang Danish Days event, and introduced new employee, Daniel Lahr, Social Programs Manager. Anna Ferguson-Sparks shared an update on Danish Days, Scarecrow Fest October 1 - 31, hosting writer in Los Alamos mentioning Old Days, and writer from Chicago.

Jim made a motion to approve the August 17, 2017 minutes as presented. Sherrie seconded; all in favor. The August 17, 2017 minutes were approved.

Jim made a motion to approve the new October board meeting date, Thursday, October 19, 2017. Felipe seconded; all in favor.

Bryan presented the August 2017 financials.

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

- SYV ADR
- Data Collection update
- NYCWFF update
- PBS travel series opportunity update
- Spirit of the Valley date: September 26, 2017
- Board Retreat date: October 4, 2017
- Networking Reception date: October 25, 2017
- SB County tourism leaders meeting
- Activity Report for month of August

Shelby discussed Board Retreat date change; Sherrie offered to host at the Alisal but requested a date change. Sherrie will email Shelby with possible dates.

Bryan made a motion to approve reallocation of \$20,000 from "digital assets" to "travel" in 2017 budget. Barry seconded; all in favor.

Danielle Laudon presented the Marketing Update, IPW media leads, Portugal 10-page spread, consumer newsletter, and Griffin Publishing meeting update.

Board comments:

Andrew commented on new Chumash ad on back cover of the Chinese version of The Santa Ynez Valley Star and hiring of new hotel manager at Root 246 & Hotel Corque. Karla announced the annual charity golf tournament on Oct. 6. Sherrie mentioned the transition from Summer to fall was not slow, Alisal Guest Ranch is sold out, they are looking at adding air conditioning to their rooms. Bryan touched on the fact that heat has affected business at the wineries, feeling

end of summer drop off, Sunstone named Top 10 most beautiful Wineries by Conde Nast. Jim commented that it was a slow summer but seeing more group business. Felipe discussed hiring of new restaurant manager at The Bear & Star and new events including Chefs Series. Danielle touched on updated events calendar. Shelby brought up the idea of potential Thursday morning podcast to highlight whats going on in the valley and Networking Reception held on Oct 25 at the Alamo Hotel. Linda remarked on the opportunities from feeder flights that come into Santa Barbara airport and that we should look for events to attend in cities such as Seattle, Portland, Denver, San Francisco, and Dallas.

The meeting adjourned at 10:01 a.m. to the meeting of October 19, 2017, 9:00 a.m., The Landsby.

Prepared by Marisa Yott,  
Member Services

Approved by Barry Prescott,  
Vice President