

Minutes of the Board of Directors of Visit the Santa Ynez Valley November 9, 2017

Visit the Santa Ynez Valley held a board meeting on November 9, 2017 at The Landsby, 1576 Mission Drive, Solvang. The meeting began in closed session at 8am to evaluate Executive Director, Shelby Sim's performance and contract proposal. The meeting was opened to the public and President Linda Johansen called the meeting to order at 9:00 a.m. Board members present included Linda Johansen, President, Barry Prescott, Vice President, Andrew Economon, Karla Azahar, Budi Kazali and Luca Crestanelli. Bryan Maroun, Sherrie FitzGerald, Secretary, and Felipe Murcia were 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, Liz Dodder, Kathy Vreeland, Megan DeCicco, Taylor Reaume, Juliet Kingston, and Lisa Walter.

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

Barry Prescott made a motion to approve the October 19th Board Meeting Minutes; Andrew seconded. All in favor, except Linda Johansen, who abstained due to absence at the October 19th meeting; the October 19th minutes were approved.

Shelby presented the September 2017 financials.

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

- Networking Reception Recap, October 25, 2017
- Sonoma Wine Tourism Conference Recap
- Spirit of the Valley, Tuesday, November 14, Refugio Ranch
- Spirit 2.0 "Retention of Clients"
- Pioneers of Santa Barbara County Wine, November 11,
- Vets Hall Gran Fondo, November 11,
- Santa Ynez SBC Vintners Assoc. board meeting, November 15th, 10am Located at Presqu'ile, Shelby will be speaking
- Activity Report for month of October
- Destination Guide Launch, December 11, Standing Sun Winery

Andrew made a motion to renew the Web Hosting contract with FirstStreet Creative for another 2 years; Barry seconded the motion; all in favor; the motion was approved.

Shelby presented the opportunity for VisitSYV to advertise in Visit Santa Barbara's Annual Visitors Magazine; the cost is \$12,000 for a four-page full-color spread, which is the same price as the year prior. Andrew made a motion to accept this as presented; Karla seconded; all in favor. The VisitSYV advertorial purchase was approved.

Shelby presented an overview of our sponsorship of the Santa Barbara Film Commission. Shelby requested that VisitSYV continue our annual support of the Santa Barbara Film Commission with a \$10,000 sponsorship to help bring film and television production to the Santa Ynez Valley. Barry made a motion to approve the \$10,000 sponsorship, Karla seconded; all in favor. The outlined \$10,000 sponsorship was approved.

Andrew made a motion to renew the \$6,000 annual Jackrabbit Reservation System lease for 2018; Barry seconded the motion; all in favor. VisitSYV will proceed with Jackrabbit Reservation System.

Danielle Laudon presented the Marketing Update, October VisitSYV.com web trends, DVA Campaign, Marketing & SEO, and 2018 Publication Update

Board comments:

Andrew talked about the great success with Los Olivos Day in the Country event and looked forward to the Christmas season. Karla mentioned that SYV Marriott was open for Thanksgiving dinner which would feature their annual buffet highlighting their new chef; Karla also commented that November has been “super busy” for the hotel industry. Barry shared that The Landsby was already sold out for the Thanksgiving holiday. Barry brought up the need for a valley concierge service and would like to add wine education to the Spirit of the Valley workshops. Shelby agreed that a concierge service is a great idea and that the board needs to form a committee at the next board meeting. Budi mentioned that The Ballard Inn & Gathering Table would be open for Thanksgiving and commented on having another great October. Luca was thankful for the opportunity to be on the VisitSYV board and said that it has been very helpful. Danielle revealed her excitement for the Destination Guide launch. Linda thanked Shelby, Danielle, and Marisa for their hard work and was grateful for the hardworking staff, she also thanked the board members for their efforts and was proud of the respect garnered from the community. She would like the board and staff to continue fostering relationships with the Santa Barbara Vintners Association and Visit Santa Barbara to help create a stronger brand presence for Visit the Santa Ynez Valley.

The meeting adjourned at 9:49 a.m. to the meeting of December 14, 2017, 9:00 a.m., The Landsby.

Prepared by Marisa Yott,
Member Services

Approved by Barry Prescott,
Vice President