

## Minutes of the Board of Directors of Visit the Santa Ynez Valley February 8, 2018

Visit the Santa Ynez Valley held a board meeting on February 8, 2018 at The Landsby, 1576 Mission Drive, Solvang. Chairman Linda Johansen called the meeting to order at 9:00 a.m. Board members present included Linda Johansen, Chairman, Barry Prescott, Vice Chairman, Andrew Economon, Bryan Maroun, Karla Azahar, Luca Crestanelli and Budi Kazali. Board member Sherrie FitzGerald was absent. Shelby Sim, CEO, Danielle Laudon, Vice President of Marketing, and Marisa Yott, Digital Coordinator & Member Services, were present. Members of the public present included Kris Kazali, Anna Ferguson-Sparks, Jim Flagg, Larry Saarloos, Jaime Farlow, Ken Harwood, and two representatives from Skyview Los Alamos.

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

Andrew made a motion to approve the January 11, 2018 minutes as presented. Bryan seconded; all in favor. The January 11, 2018 minutes were approved.

The board reviewed a grant request for Solvang Conference & Visitors Bureau, 2018 Taste of Solvang, March 14-18, 2018; the requested amount is \$4,000. VisitSYV staff processed the grant, and the recommended amount came out to \$3,500. Barry made a motion to approve the recommended amount of \$3,500; Luca seconded. All in favor after no further discussion. A \$3,500 grant was approved.

Bryan presented the January 2018 financials.

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

- Visit California Disaster Recovery Meeting recap
- Spirit of the Valley 1.0, March 20th
- SBIFF Update
- The Bachelorette filming opportunity
- Taste of the Valley
  - Conceptual event in the works for Fall 2018
- Ad-hoc committees
  - Committee leads to report on recent activity
- Activity Report for month of January

Andrew made a motion to approve the Touring & Tasting ad purchase that was previously approved by the board in the amount of \$8k by email. Barry seconded; all in favor. The \$8K Touring & Tasting ad was approved.

Danielle Laudon presented the Marketing Update, Review of January VisitSYV.com web trends, DVA Campaign, and 2018 Restaurant Week Update.

Board comments:

Andrew gave an update on the Cycling Committee adding that we need to focus on marketing “bike friendly” restaurants, bars, and other businesses. He also noted that the Gran Fondo November 2018 event is being expanded and anticipates hundreds of over-night stays to the Santa Ynez Valley. Barry gave a Concierge Committee meeting update and mentioned that the focus of the committee should be

on teaching staff about the resources of the Santa Ynez Valley. Shelby gave an update on the Data Collections Committee. Luca remarked on the successes of Restaurant Week and would like the event to expand to two weeks. Barry and Andrew agreed with Luca and noted that Restaurant Week was a successful event for the restaurants as well. Marisa gave an update on 2018 Restaurant Week. Danielle noted that in the month of January the VisitSYV website had reached an all-time high for monthly users and noted that it was due to 2018 Restaurant Week. Linda also commented on the successes of Restaurant Week then thanked the board and the VisitSYV employees for their hard work and dedication and thanked the audience for attending and their support.

The meeting adjourned at 10:14 a.m. to the meeting of March 8, 2018, 9:00 a.m., The Landsby.

Prepared by Marisa Yott,  
Digital Coordinator & Member Services

Approved by Barry Prescott,  
Vice Chairman