

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

Visit the Santa Ynez Valley held a board meeting on December 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, Sherrie FitzGerald, Secretary, Andrew Economon, Budi Kazali, Luca Crestanelli, and Felipe Murcia. Barry Prescott, Vice President, Bryan Maroun, Treasurer, Karla Azahar, and Danielle Laudon, Director of Marketing were absent. Shelby Sim, Executive Director and Marisa Yott, Member Services, were present. Members of the public present included Anna Ferguson-Sparks, Liz Dodder, John Martino, Tracy Farhad, Chris Kazali, AJ Fairbanks, Phil Janney, and Alison Laslett.

Dr. Harwood provided public comment, sharing an economic report. Tracy Farhad provided public comment, sharing an update on Julefest. John Martino invited everyone to the Solvang Chamber dinner on December 20.

Andrew Economon made a motion to approve the November 9th Board Meeting Minutes; Sherrie seconded. All in favor, the November 9th minutes were approved.

Shelby presented the November 2017 financials.

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

- Spirit of the Valley Recap, Tuesday, November 14, Refugio Ranch
- Pioneers of Santa Barbara County Recap, November 11, Vets Hall
- Gran Fondo Recap, November 11, Santa Ynez
- SBC Vintners Assoc. Update
- Introduced SBC Vintners' new CEO, Alison Laslett
- Film Production in the SYV
- NYCWFF Update
- Restaurant Week Update
- Committee Update
- 2018 Destination Guide Launch recap
- SYV Commercial showing on KEYT / KSBY Thanksgiving through Christmas
- Activity Report for month of November

Felipe made a motion to approve the 2018 budget; Andrew seconded the motion; all in favor; the budget was approved.

Andrew made a motion to approve the DVA Advertising and PR Agency \$200k account renewal; Felipe seconded the motion; all in favor; the DVA account renewal was approved.

Shelby presented an overview of our sponsorship of the Santa Barbara International Film Festival. Shelby requested that VisitSYV continue our annual support of the Santa Barbara International Film Festival with a \$20,000 sponsorship. Felipe made a motion to approve the \$20,000 sponsorship, Sherrie seconded; all in favor. The outlined \$20,000 sponsorship was approved.

Andrew made a motion to approve making the part-time staff member a full-time staff member; Felipe seconded the motion; all in favor. The part-time staff member is now a full-time staff member.

Board comments:

Andrew requested for the board to create a strategy to set future goals and targets backed by quantifiable data. Andrew mentioned that many firefighters and people displaced by the Thomas Fire were staying at the Chumash Hotel. He also mentioned that the occupancy rate for November was the same as the prior year and that Thanksgiving week was better than expected. Sherrie commented that the Alisal also had a great Thanksgiving. Felipe commented that November was a good month for the hotel compared to last year. Budi commented on the fact that the Thomas Fire had created many cancellations from LA guests which were superseded by homeowners displaced by the Thomas Fire. Luca shared his concern on the HWY 154 closure and its potential effects on business. Shelby commented on the past year's challenges and mentioned the organization's growth. He was proud and honored to be a part of Visit the Santa Ynez Valley and thanked the board. Linda thanked Shelby and mentioned how proud she was of him and the organization. She welcomed Marisa to the family. Linda thanked the budget committee for all of their great efforts. She was especially proud of how the community came together to support the victims of the Thomas Fire. In closing, Linda wished everyone a wonderful holiday season and thanked everyone who came to the meeting.

The meeting adjourned at 9:52 a.m. to the meeting of January 11, 2018, 9:00 a.m., The Landsby.

Prepared by Marisa Yott,
Member Services

Approved by Sherrie FitzGerald,
Secretary