

Minutes of the Board of Directors of Visit the Santa Ynez Valley January 11, 2018

Visit the Santa Ynez Valley held a board meeting on January 11, 2018 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, and Budi Kazali. Board members Karla Azahar and Luca Crestanelli were 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 John Martino, Liz Dodder, Chris Kazali, Daniel Lahr, Kathy Vreeland, Sue Eisaguerre, Holly Cline, and Kc Thompson, Hagan Blount, Julie Hayek, Bethany Endy, Chip Wullbrandt, and Chris Candelaria.

Dr. Harwood provided public comment, sharing an economic report. Daniel Lahr provided public comment, sharing that their Solvang CVB Julefest was a fantastic success, the Candle Light Tour was a success, they saw an increase in Wine Walk sales and visitors and despite the fires it was SCVB's busiest month of the year. Kathy Vreeland shared that VisitSYV Restaurant Week was being advertised on their billboard and presented their new itinerary tool, Trip Planner. John Martino announced upcoming Solvang Chamber of Commerce events.

Andrew made a motion to approve the December 14, 2017 minutes as presented. Barry seconded; all in favor. The December 14, 2017 minutes were approved.

The board reviewed a grant request for Garagiste Events, Inc., Garagiste Festival, February 9-11, 2018; the requested amount is \$4,000. VisitSYV staff processed the grant, and the recommended amount came out to \$3,000. Linda requested that we require grant recipients to start advertising farther in advance to increase exposure. Andrew asked what the overnight stay was projected to be. Shelby commented that there were 350 projected event attendees with 200 being overnight stays. Bryan made a motion to approve the recommended amount of \$3,000; Sherrie seconded. All in favor after no further discussion. A \$3,000 grant was approved.

The board reviewed a grant request for the Wine & Chili Fest, presented by the Buellton Visitor's Bureau, Sunday, March 18, 2018; the requested amount is \$3,500. VisitSYV staff processed the grant, and the recommended amount came out to \$3,500 (includes glass sponsorship). Kathy Vreeland presented on behalf of the request; this will be their 5th annual event. Kathy mentioned that the grant will be used to advertise on radio, print and social media. She also commented that the event is held on Sundays to promote

overnight stays. Sherrie made a motion to approve the recommended amount of \$3,500; Andrew seconded. All in favor after no further discussion. A \$3,500 grant was approved.

The board reviewed a grant request for the Nature Track Film Festival, presented by Nature Track, March 23-25, 2018; the requested amount is \$3,500. VisitSYV staff processed the grant, and the recommended amount came out to \$3,500. Holly Cline presented on behalf of the request; this will be their first annual film festival. They expect approximately 900 attendees. Shelby commented that this type of event will attract many overnight stay visitors. Linda mentioned that this event is fabulous for the valley and has great opportunity to grow, Felipe was impressed with Nature Track's portfolio and asked the board to consider raising the requested amount from \$3,500 to \$4,000. Barry asked if they had enough money to market the event. Holly responded that the increase in grant amount would be a tremendous help. Barry made a motion to approve the increased amount of \$4,000; Bryan seconded. Felipe abstained from the voting. All in favor after no further discussion. A \$4,000 grant was approved.

Bryan presented the August 2017 financials.

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

- SEO Update
- Treat Yourself Festival
- Santa Monica, March 17th Millennial-focused event
- Thomas Fire Update
- CHLA Seminar Recap
- Certified Folders
- SB Airport, Pismo Beach Visitors Center
- Restaurant Week Update
- February VisitSYV Schedule
- SBIFF (Jan 31 – Feb 10)
- VisitCA Outlook Forum (Feb 14-16)
- Bay Area Travel & Adventure (Feb 16-18)
- LA Travel & Adventure (Feb 23-25)
- Activity Report for month of December

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

Board comments:

Andrew commented about the effects of the Thomas Fire. Barry mentioned that occupancy was at an all-time low due to the Thomas fire but their December was the best yet. Felipe touched on the devastating effects of the Thomas Fire and announced upcoming events at the Fess Parker Inn. Bryan congratulated the staff on their recent promotions and announced upcoming events for Sunstone Winery. Sherrie noted that sales were up 5% from the previous year and that Alisal was sold out despite the Thomas fire. Budi commented on the negative effects of the fire but was looking forward to Restaurant Week. Danielle mentioned the upcoming LA Travel & Adventure Show. Shelby thanked Barry for hosting the board meetings. Linda thanked Shelby, Danielle and Marisa for their hard work and congratulated them on their promotions. She mentioned that how proud she was of the community and proud of our organization.

The meeting adjourned at 10:25 a.m. to the meeting of February 8, 2018, 9:00 a.m.,
The Landsby.

Prepared by Marisa Yott,
Digital Coordinator & Member Services

Approved by Sherrie FitzGerald,
Secretary