

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

Visit the Santa Ynez Valley held a board meeting on March 8, 2018 at The Landsby, 1576 Mission Drive, Solvang. Vice Chairman Barry Prescott called the meeting to order at 9:00 a.m. Board members present included Barry Prescott, Andrew Economon, Sherrie Fitzgerald, Karla Azahar, Luca Crestanelli and Budi Kazali. Board members Linda Johansen and Bryan Maroun 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 Anna Ferguson-Sparks, Jim Flagg, Jamie Farlow, Ken Harwood, Tracy Beard, Tracy Farhad, Mary Ann Norbom, and Richard Barca.

Public comment was made by Dr. Harwood, Tracy Farhad, and Tracy Beard. Dr. Harwood presented an economic report. Tracy Farhad provided an update on the upcoming Taste of Solvang promotion. Tracy Beard informed the board of FIMA's economic grant plan to help business that were negatively affected by the Thomas fire and Montecito mudslides.

Andrew made a motion to approve the February 8, 2018 minutes as presented. Karla seconded; all in favor. The February 8, 2018 minutes were approved.

The board reviewed a grant request for Solvang Festival Theater, Brandy Clark Concert, Wednesday, May 2 2018; the requested amount is \$3,000. VisitSYV staff processed the grant, and the recommended amount came out to \$3,000. Mary Ann Norbom spoke on behalf of the event. The grant will be used to advertise the event up to San Luis Obispo and down through Los Angeles. Sherrie made a motion to approve the recommended amount of \$3,000; Budi seconded. All in favor after no further discussion. A \$3,000 grant was approved.

The board reviewed a grant request for SYV Rotary, 4th of July Fireworks Celebration, Wednesday, July 4 2018; the requested amount is \$5,000. VisitSYV staff processed the grant, and the recommended amount came out to \$3,000. Richard Barca spoke on behalf of the event and thanked the board for last year's support. The event costs are increasing due to the need of additional fencing and security. Richard stated that 72% of the event attendees are from out of town. Barry proposed to increase the recommended amount from \$3,000 to \$4,000. Andrew agreed that the event brings many out of town visitors and increases over-night stays. Budi and Luca agreed. Barry made a motion to approve the proposed amount of \$4,000; Luca seconded. All in favor after no further discussion. A \$4,000 grant was approved.

Shelby presented the February 2018 financials.

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

- SBIFF Recap
- VisitCA Outlook Forum Recap
- May Board Elections
 - Andrew – Solvang Hotelier
 - Sherrie – Solvang Hotelier
 - Karla – Buellton Hotelier
 - Luca – At large Member
 - Budi – Unincorporated Hotelier
- Spirit 1.0 Reschedule
- State Wine Committee Hearing, April 6th

- Annual Meeting – Hotel Corque, Tuesday, June 12 2018, 9am – 1pm
- Taste of the Valley
- Activity Report for month of February

Danielle Laudon presented the Marketing Update, Review of February VisitSYV.com web trends, DVA Campaign, Marketing & SEO, and Travel & Adventure Shows recap.

Board comments:

Andrew commented on the negative effects of the weather on hotel reservations. Sherrie gave an update on Alisal Guest Ranch's filming of Project Fire, BBQ Boot Camp, and the feature in Conde Nast Travel. Karla mentioned that the SYV Marriott had a record high for hotel reservations in the month of January, but that February had declined in reservations. Danielle is working on the organization's KPI's, evaluating target audiences and developing the website's new landing pages. Marisa gave an update on the upcoming Solvang Parks & Rec event, Easter Eggstravaganza. Luca shared that restaurant sales were good for February despite the bad weather. Budi commented that March was looking good for the restaurant and that the Cycling House bike event helped with hotel bookings. Shelby noted that the Chumash Casino is not part of the TBID and they had started a discussion on ways to incorporate them into the TBID. Shelby thanked Danielle for all of her hard work. He also noted that Felipe had to step down from the board and that he would be replaced by Jamie Farlow, Director of Marketing for Fess Parker Inn. There will be a vote at the next board meeting to ratify Jamie as a new board member.

The meeting adjourned at 10:07 a.m. to the meeting of April 12, 2018, 9:00 a.m., The Landsby.

Prepared by Marisa Yott,
Digital Coordinator & Member Services

Approved by Sherrie FitzGerald
Secretary