

Minutes of the Board of Directors of Visit the Santa Ynez Valley April 12, 2018

Visit the Santa Ynez Valley held a board meeting on April 12, 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, Sherrie FitzGerald, Secretary, Andrew Economon, Karla Azahar, and Budi Kazali. Board members Luca Crestanelli and Bryan Maroun were absent. Shelby Sim, CEO, Danielle Laudon-Ruse, Vice President of Marketing, and Marisa Yott, Digital Coordinator & Member Services, were present. Members of the public present included Anna Ferguson-Sparks, Mary Ann Norbom, Tracy Beard, John Martino, George Rose, Tracy Farhad, Kathy Vreeland, Megan DiCecco, Chris Kazali, Jim Richardson, Bill Henderson, Dean Palius, Jim Flagg, Jim Lohnas, Mary Angelo, and Katie McGowan.

Public comment was made by Dr. Harwood, John Martino, Tracy Beard, Kathy Vreeland, Tracy Farhad, and Bill Henderson. Dr. Harwood presented an economic report. John Martino invited the audience to the upcoming Solvang Chamber of Commerce mixer. Tracy Beard discussed the Disaster Relief Loan opportunities for local businesses that were financially affected by the recent wildfires and mudslides. Kathy Vreeland gave a Buellton Brewfest update and thanked the board for the glass sponsorship. Tracy Farhad provided a recap on the Taste of Solvang events and thanked the board for their sponsorship. Bill Henderson introduced his new business, Compass Wine Tours.

ACTION ITEM: Ratify Jamie Farlow of Fess Parker Wine Country Inn as a board member representing unincorporated hotelier. Andrew made a motion to ratify Jamie Farlow as a new board member representing unincorporated hotelier; Barry seconded. All in favor. Jamie Farlow of Fess Parker Wine Country Inn is now a Visit the Santa Ynez Valley board member. Unable to attend, Jamie will begin her term at the May 10, 2018 board meeting.

BOARD MINUTES: Linda Johansen proposed one edit to the March 8, 2018 draft minutes regarding a grammatical error on the 5th paragraph. Andrew made a motion to accept the March 8, 2018 minutes as amended. Barry seconded; 5 in favor, Linda abstained. The March 8, 2018 minutes were approved.

The board reviewed a grant request for Los Olivos Rotary, Jazz & Olive Fest, Saturday, June 9, 2018; the requested amount is \$2,500. VisitSYV staff processed the grant, and the recommended amount came out to \$2,000. Jim Lohnas spoke on behalf of the event and thanked the board for last year's support. Linda noted that the Visit the Santa Ynez Valley logo was not on the event poster as required. Linda also requested to see statistics of day-tripper event attendees vs. overnight-stay event attendees. Andrew also requested to see detailed survey data from event attendees. Sherrie made a motion to approve the recommended amount of \$2,000; Karla seconded. All in favor after no further discussion. A \$2,000 grant was approved.

The board reviewed a grant request for People Helping People, Polo Classic, Saturday, June 23, 2018; the requested amount is \$4,000. VisitSYV staff processed the grant, and the recommended amount came out to \$2,000. Dean Palius spoke on behalf of the event and thanked the board for last year's support. Andrew made a motion to approve the proposed amount of \$2,000; Budi seconded. All in favor after no further discussion. A \$2,000 grant was approved.

The board reviewed a grant request for Solvang Festival Theater, Jazz Series (4 concerts, all Sundays), June 10, July 15, August 12, September 9, 2018; the requested amount is \$2,000. VisitSYV staff

processed the grant, and the recommended amount came out to \$2,000. Mary Ann Norbom spoke on behalf of the event and thanked the board for last year's support. Mary Ann discussed how Solvang Festival Theater would be marketing the events through social media and extensive print advertisements such as posters, flyers, and rack cards. Andrew made a motion to approve the proposed amount of \$2,000; Budi seconded. All in favor after no further discussion. A \$2,000 grant was approved.

The board reviewed a grant request for Danish Days Foundation, Danish Days, Friday, September 14 – Sunday, September 16, 2018; the requested amount is \$4,000 - \$5,000. VisitSYV staff processed the grant, and the recommended amount came out to \$3,500. Anna Ferguson-Sparks spoke on behalf of the event. Shelby noted that the Danish Days Foundation did not request a grant for last year's event and recommended that a proposed grant amount of \$4,500 - \$5,000 should be considered. Andrew made a motion to increase the proposed amount to \$4,500; Sherrie seconded. All in favor after no further discussion. A \$4,500 grant was approved.

Shelby presented the March 2018 financials.

ACTION ITEM: Santa Barbara County Wine Coffee Table book sponsorship. Photographer George Rose proposed a book sponsorship of \$5,000 which would provide VisitSYV with 100 copies and use of photography in book. Linda commented on the extraordinary photography but noted that she struggled with the fact that the term, "Santa Ynez Valley", was not in the title on the cover of the book. Sherrie commented that there were no actual vineyards in Santa Barbara and that we need to start branding the Santa Ynez Valley independently from Santa Barbara. Andrew discussed the possibility of creating a Santa Ynez Valley branded leaf cover for the book. This action item was put on hold to be discussed at a later date.

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

- Wine Tourism Hearing Recap
- 2017 Annual Report Submitted
- LA Magazine Ad purchase
- Lagerville Glass Sponsorship for \$2,000
- Activity Report for month of March

ACTION ITEM: Santa Barbara Courthouse Foundation. Shelby was invited to join the Courthouse Board of Trustees, \$500 annual dues. Shelby discussed the benefits of joining the Santa Barbara Courthouse Foundation Board of Trustees. Andrew made a motion to approve the Santa Barbara Courthouse Foundation Board of Trustees \$500 annual dues; Karla seconded. All in favor. Shelby was approved to join the Santa Barbara Courthouse Foundation and the \$500 annual dues were also approved.

ACTION ITEM: Lure Films Video Production. \$10,000 video development proposal which includes b-roll, 30-second commercial, 4 x15 second spots, and photography. Mary Angelo with DVA discussed how they had been talking for years about their desire for video assets. Mary also discussed the importance of video for helping with web search results, web rankings, digital paid ads. Danielle noted that there was room in the budget. Linda commented that she was impressed with the video samples. Sherrie made a motion to approve the \$10,000 Lure Films Video Production proposal; Andrew seconded. All in favor. The \$10,000 Lure Films Video Production proposal was accepted.

Andrew recommended the board create a new Grant Matrix Committee. Andrew, Linda, and Karla volunteered to be the Grant Matrix Committee.

Danielle Laudon Ruse presented the March VisitSYV.com web trends, DVA Campaign, Marketing & SEO, and DMA West Tech Summit.

Board comments: Andrew commented that Q1 picked up and hotel bookings were looking good. Barry mentioned that the hotel was packed during spring break. He also brought up that The Landsby would offer live music on their patio every Saturday throughout the summer. Karla noted that February sales were down but overall Q1 was amazing. She also mentioned that the Marriott 555 Lounge is having live music every Friday night. Sherrie shared the Alisal Guest Ranch's recent media visitor, Nathan Turner, and his great social media contributions. Budi shared that the Ballard Inn & Gathering Table's most recent dinner event went exceptionally well. Budi also disclosed that Q1 hotel bookings were mostly groups from up north. Shelby thanked everyone for their hard work and contributions. Danielle revealed that she and Marisa were working on creating a new content calendar. She also shared her gratitude to the Buellton Chamber and Solvang CVB for their partnership in the upcoming IPW and Media Marketplace travel industry event. Linda thanked the board for their hard work and thanked the audience for their participation. She also thanked Barry for filling in for her at the March Board Meeting, thanked DVA for all of their hard work, and thanked Dave Pollock for his work with the Spirits of the Valley program.

The meeting adjourned at 10:42 a.m. to the meeting of May 10, 2018, 9:00 a.m., The Landsby.

Prepared by Marisa Yott,
Digital Coordinator & Member Services

Approved by Sherrie FitzGerald
Secretary