

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

Visit the Santa Ynez Valley held a board meeting on July 12, 2018 at The Landsby, 1576 Mission Drive, Solvang. Chairman Linda Johansen called the meeting to order at 9:01 a.m. Board members present included Linda Johansen, Chairman, Sherrie FitzGerald, Secretary, Bryan Maroun, Treasurer, Luca Crestanelli, Budi Kazali, and Jamie Farlow. Board members Andrew Economon and Karla Azahar 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 Jonathan Rosenson, Anna Ferguson-Sparks, Tracy Farhad, Daniel Lahr, Jim Richardson, Bill Henderson, Jim Flagg, Chris Kazali, Chris Jurgens, and Phil Janney.

Tracy Farhad provided public comment, sharing that Visit California – in partnership with Caltrans, Monterey County Convention & Visitors Bureau and Visit SLO CAL – will host an epic “Dream Drive” on August 9, 2018. The Dream Drive will assemble a convoy of classic automobiles from 1934 to 2018 for a caravan drive down California’s Central Coast.

Sherrie made a motion to ratify Luca Crestanelli as a board member representing At Large Member, and to ratify Jonathan Rosenson as a board member representing a Solvang Hotelier; Bryan seconded, all in favor. Luca and Jonathan joined the board as active members.

The July 2018 – June 2019 Term Board Officers were elected as follows:

- Chairman: Budi made a motion to nominate and ratify Linda Johansen as Chairman; Sherrie seconded. All in favor. Linda Johansen is now VisitSYV Chairman for the July 2018 – June 2019 term
- Vice Chairman: Sherrie made a motion to nominate and ratify Andrew Economon as Vice Chairman; Bryan seconded. All in favor. Andrew Economon is now VisitSYV Vice Chairman for the July 2018 – June 2019 term.
- Treasurer: Linda made a motion to nominate and ratify Bryan Maroun as Treasurer; Budi seconded. All in favor. Bryan Maroun is now VisitSYV Treasurer for the July 2018 – June 2019 term.
- Secretary: Bryan made a motion to nominate and ratify Sherrie FitzGerald as Secretary; Jamie seconded. All in favor. Sherrie FitzGerald is now VisitSYV Secretary for the July 2018 – June 2019 term.

Bryan made a motion to approve the June 12, 2018 minutes as presented. Sherrie seconded; all in favor. The June 12, 2018 minutes were approved.

Bryan presented the June 2018 financials.

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

- Annual meeting recap, June 12th, 1030am-1230pm
- Most feedback very positive, under budget, brought in \$913
- Propose dates for photo of current Board of Directors and new officers

- Chairman Linda Johansen would like article placed in local papers with photo of the board
- Santa Barbara Vintners annual meeting recap
- TBID Update
- 2 VisitSYV videos produced, 2:30 and :30 edit
- Solvang Grape Stomp
- VisitSYV will be Title Sponsor, \$4,000
- DMA West CEO Summit, 7/31-8/2 in Walla Walla
- Vintners 5 Miler, 7/28 at Sanford Winery
- VisitSYV is a \$1,500 sponsor and will have a team
- Committee Updates
- IPW 2019, June 1-5, 2019, Anaheim
- Double shared booth, DMO partners secured, hotelier partner opportunity
- Activity Report for month of June

The following committees were agreed upon and will dissolve automatically on July 1, 2019. At that time, new committees will form and/or be renewed.

- **Marketing Ad-Hoc Committee:** Danielle Laudon, Linda Johansen, Andrew Economon, Sherrie FitzGerald, Jonathan Rosenson
- **Crisis and Emergency Preparedness Ad-Hoc Committee:** Danielle Laudon, Jonathan Rosenson, Jamie Farlow
- **Education/Concierge Committee:** Linda Johansen, Bryan Maroun, Andrew Economon, Barry Prescott, Shelby Sim
- **Cycling Committee:** Andrew Economon, Bryan Maroun, Budi Kazali, Shelby Sim
- **Group Business:** Sherrie FitzGerald, Linda Johansen, Karla Azahar, Andrew Economon, Shelby Sim
- **Wine Relations Committee:** Bryan Maroun, Luca Crestanelli, Shelby Sim
- **Grant Matrix Committee:** Andrew Economon, Linda Johansen, Karla Azahar
- **Publication Committee:** Linda Johansen, Budi Kazali, Sherrie FitzGerald

ACTION ITEM: Jamie Farlow presented an international media opportunity to the board on behalf of The Bear & Star and Fess Parker Wine Country Inn. A \$5,000.00 sponsorship was requested to cover a group of top-tier journalist and influencer's transportation costs to the Santa Ynez Valley. The group would be in the Santa Ynez Valley for four days. One "open" day would be spent enjoying the Santa Ynez Valley. Luca asked if the board could consider the sponsorship after they have seen the final product. Shelby agreed that he was in favor of a reimbursement sponsorship once they see that there are specific mentions of the "Santa Ynez Valley" brand and not just of "Santa Barbara". Linda commented that more measurables were needed for the board to be able to make a vote. Shelby asked Jamie if she could ask if the Fess Parker Wine Country Inn would accept a reimbursement sponsorship and if so, an email vote could be made.

ACTION ITEM: The Group Business committee recommended that VisitSYV participate in IMEX 2018. Sherrie spoke on behalf of the Group Business committee. The IMEX tradeshow is the largest gathering of meeting planners and incentive buyers in the United States. The cost to partner in a booth would be approximately \$3,600.00. Shelby mentioned that group travel is an audience that VisitSYV needed to target and that money was available in the committee budget. Linda made a motion to approve VisitSYV attending the IMEX 2018 tradeshow; Jonathan seconded. All in favor. VisitSYV will be partnering in a booth for the IMEX 2018 tradeshow.

Danielle presented the Marketing Update, Review of June VisitSYV.com web trends, DVA Campaign, and Marketing & SEO update.

Board comments:

Danielle shared her excitement about the new content that will soon be shared on the VisitSYV website. Jamie noted that July was the highest number of mid-week buyouts that the hotel has ever had. Luca mentioned that business has been great and mid-week business has picked up a lot. Budi commented that business has been steady; during the weekdays there has been a slight slump, but weekends have been good. Shelby touched on the fact that our area has been discovered by the California Office of Tourism as far as regulating their tourism assessment fees. Shelby wanted to make clear that VisitSYV has nothing to do with this assessment tax. Sherrie commented that the Alisal Guest Ranch and Resort has continued to be sold out despite the high temperatures and the lack of air conditioning; they just hired a wedding sales associate to target the growing wedding market. Bryan commented that June was an okay month for the wine industry however they saw a rise in business with graduation parties and during Father's Day weekend; July is looking fantastic; they are planning a winemaker dinner for August and using the Sunstone space to the best of their ability; mid-week business has stepped up even during the hot weather. Jonathan remarked that summer business had a slow start at first; he asked the board if we create ads directed towards mid-week stay. Shelby replied that the VisitSYV mission is off-season mid-week promotion. Jonathan announced that he was excited to be a part of the VisitSYV board and that it was nice to contribute and to really immerse himself further into the community. Linda thanked the board for stepping up and welcomed the new members; congratulated Bryan on his treasurer position; thanked Shelby for an excellent Q1 report; noted that people in this community support each other and worthy causes and thanked everyone who contributes to the community. Shelby interjected and congratulated Linda for just being named Rotarian of the Year. Linda ended the discussion by announcing that Brad Vidro, the Solvang City Manager, was retiring. She said that Brad has been by far the best, most involved, most knowledgeable Solvang City Manager. She also noted that he was very instrumental in getting Visit the Santa Ynez Valley started and that he is a friend to Solvang and the Santa Ynez Valley.

The meeting adjourned at 10:36 a.m. to the meeting of August 9, 2018, 9:00 a.m., The Landsby.

Prepared by Marisa Yott,
Digital Coordinator & Member Services

Approved by Sherrie FitzGerald,
Secretary