

## Minutes of the Board of Directors of Visit the Santa Ynez Valley May 10, 2018

Visit the Santa Ynez Valley held a board meeting on May 10, 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, Vice Chairman, Sherrie FitzGerald, Secretary, Bryan Maroun, Treasurer, Andrew Economon, Karla Azahar, Luca Crestanelli, Budi Kazali, and Jamie Farlow. Board member Linda Johansen was 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, Ken Harwood, Tracy Beard, Tracy Farhad, Liz Dodder, Jonathan Rosenson, Karissa Yson, Lisa Walters, Chris Kazali, Chris Jurgens, and Dianna Williamson.

Dr. Harwood provided public comment, sharing an economic report.

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

Bryan presented the April 2018 financials.

The board reviewed the revised proposal for the Wine Country, Santa Barbara County Coffee Table book sponsorship. Shelby presented on the behalf of George Rose. The sponsorship of \$5,000 would provide VisitSYV with 100 copies and use of photography in the book (\$15,000 value). Andrew made the motion to approve the \$5,000 sponsorship; Bryan seconded, all in favor. A \$5,000 sponsorship was approved.

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

- Spring Networking Reception, Tuesday, May 15th, 5-7pm
  - Mendenhall Museum in Buellton
- Spirit of the Valley Nominees
- June Board meeting on June 12th at 9am before annual meeting
  - Hotel Corque
- Annual meeting, Tuesday, June 12th, 1030am-1230pm, \$20
  - Hotel Corque
- Cal Travel, San Diego, May 29th – 31<sup>st</sup>
- Activity Report for month of April

Shelby and Danielle led the discussion on Utrip, a data-driven personalization platform and A.I. recommendation engine built for DMO websites. Utrip uses a traveler's interests and budget to sort through millions of options, including must-see sights, activities, hotels, events and restaurant recommendations to deliver personalized itineraries—in minutes. Sophisticated algorithms optimize itineraries for seasonality, hours of operation and geography. VisitSYV would pay a \$2,000.00 one-time set-up fee and a \$900 per month fee for Utrip. Barry mentioned that he was concerned about the cost investment. Danielle noted that we have the money in our advertising budget, that it came highly rated by the Buellton Chamber who uses it, and that it engages website users resulting in longer time spent on our website. Bryan asked how the mobile platform worked and if the monthly fee was guaranteed not to increase over time. Luca asked is users could rate the points of interests. Sherrie commented that we had the funds available due to not having an SEO vendor. Andrew asked if we could request see the Utrip reports from the Buellton Chamber. Barry asked that we request a pricing security from

Utrip. The board agreed to shelf this action item until the previous questions have been answered.

Danielle Laudon presented the Marketing Update, Review of April VisitSYV.com web trends, DVA Campaign, Marketing & SEO, and IPW 2018 update

Board comments:

Barry announced that he would be stepping down from the board starting immediately. Andrew is looking forward to the summer season and mentioned that the hotel booking patterns are looking optimistic. Jamie noted that the month was looking healthy and they are already seeing early summer bookings at the hotel. Karla agreed that weekends are looking busier for the hotel industry and the booking pace is looking good for summer. Sherrie said that Alisal is doing very well, she is getting ready for IPW, and invited the board members to Alisal's BBQ Bootcamp. Bryan commented that the winery is doing very well, the weekends are stronger with increased traffic, they are already seeing booking for June and anticipates a strong summer. Danielle thanked the board and expressed her gratitude to the board. She also thanked Barry for all his hard work. Luca shared that it was the S.Y. Kitchen's 5<sup>th</sup> anniversary and noted that business has been good. Shelby praised the S.Y. Kitchen and stated that they have been an asset to the Santa Ynez Valley. Budi said that the month of April was great and that May numbers were strong, he is excited for summer, then thanked Barry for all of his hard work. Shelby thanked Barry and praised him for his generosity and hard work to the board. Shelby discussed that there is talk of bringing back the AMGEN bike tour to Solvang. He indicated that it would be a huge logistic and financial undertaking. Shelby also revealed that filming for the very first VisitSYV commercial was underway. Barry shared that business is rebounding, weekends are strong, and reminded the board about the Landsby's daily Happy Hour.

The meeting adjourned at 10:03 a.m. to the meeting of June 12, 2018, 9:00 a.m., Hotel Corque.

Prepared by Marisa Yott,  
Digital Coordinator & Member Services

Approved by Sherrie FitzGerald,  
Secretary