

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

Visit the Santa Ynez Valley held a board meeting on June 12, 2018 at Root 246, 420 Alisal Rd, 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, Bryan Maroun, Treasurer, Andrew Economon, Karla Azahar, Luca Crestanelli, and Jamie Farlow. Board member Budi Kazali was 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, Ken Harwood, Tracy Farhad, Kathy Vreeland, Jonathan Rosenson, Dianna Williamson, and Vincent Solorio.

Dr. Harwood, Tracy Farhad, and Kathy Vreeland provided public comment. Dr. Harwood shared an economic report. Tracy Farhad announced that the Solvang Conference & Visitors Bureau will be hosting a new annual event in October called the Solvang Grape Stomp. Kathy Vreeland announced that the Buellton Chamber of Commerce & Visitors Bureau will be hosting a new event in September celebrating the 50th anniversary of the Avenue of the Flags. Kathy also commented that the Buellton City Planning Commission approved two new hotels for the city of Buellton.

Andrew made a motion to approve the May 10, 2018 minutes as presented. Barry seconded; all in favor except Linda, who abstained due to her absence at the last meeting. The May 10, 2018 minutes were approved.

Bryan presented the May 2018 financials.

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

- Spring Networking Reception Recap
- Annual Meeting
- Taste of the Valley update – has been postponed to 2019
- Data Collection Project update
- Education/Concierge Committee update
- AMGEN update – still in the exploratory phase
- Activity Report for month of May

Shelby presented the 2018 election results for the at-large board member position. The at-large board member will be Luca Crestanelli of S.Y. Kitchen. VisitSYV will officially ratify him at the July board meeting to serve a 2018-2020 term. Board officer elections will also take place at the July board meeting.

Linda presented the discussion on the VisitSYV Scholarship Program. She recommended replacing the current Allan Hancock scholarship with a SYVUHS scholarship curated by the Education/Concierge committee. Andrew made a motion to replace the current Allan Hancock scholarship with a SYVUHS scholarship curated by the Education/Concierge committee. Bryan seconded, all in favor.

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

Board comments:

Linda thanked Danielle and Shelby for their hard work at the conventions and trade shows and then also thanked Kathy Vreeland and Tracy Farhard for their partnerships at these events. Bryan shared that Sunstone Winery is gearing up for summer and that the last couple weeks have been busy with Sunstone signature experiences such as private tastings and barrel tastings. Karla mentioned that the Santa Ynez Valley Marriott was also getting ready for the busy summer season, she noted that their weekends have been busy with wedding parties, and then invited the board to the Buellton Chamber of Commerce mixer held at the Marriott on July 18. Sherrie was thankful for her partnerships at IPW, she thanked Dillon for his hard work at the trade show, and then noted that many great partnerships and international connections were made at the event. Sherrie also shared that the Alisal Guest Ranch & Resort had just started a Signature Membership Club for locals who want to participate in pool, tennis, horseback riding and other ranch activities. Shelby shared his excitement for the annual meeting and shared his appreciation to Andrew for providing the room for the board meeting and the annual meeting. Danielle mentioned that she was super enthusiastic to share VisitSYV's new video asset at the annual meeting. Jamie said that Fess Parker Inn was amping up for the busy summer season, working on mid-week travel, introduced the new yoga classes that will start at 9am every Saturday and Sunday during the summer, and the Bear & Star's new Tasting Menu Dinner Series. Jamie mentioned that it was great to be a part of the VSYV board and noted that for only having a three-person staff they accomplish incredible work. She also mentioned that she felt privileged to sit at the VisitSYV board table. Barry shared closing comments as he leaves the VisitSYV Board; the last three years have been great; it's amazing what everyone does for the board and for the community; Barry feels honored and proud to be a part of it for as long as he has. Andrew thanked Barry for his time on the board; summer is picking up at the Chumash Casino; he's looking forward to July 4th activities. Linda shared that she loved to see people move to the Santa Ynez Valley and get involved in the community like Barry and Andrew; Barry has been instrumental and invaluable to the board and thanked Barry for all that he has done. Linda thanked Andrew for his work with AMGEN and thanked Vince Solorio who has been instrumental with his hard work at the King Frederik Inn and at Pea Soup Andersen's Inn.

The meeting adjourned at 9:56 a.m. to the meeting of July 12, 2018, 9:00 a.m., The Landsby.

Prepared by Marisa Yott,
Digital Coordinator & Member Services

Approved by Sherrie FitzGerald,
Secretary