

Minutes of the Board of Directors of Visit the Santa Ynez Valley August 9, 2018

Visit the Santa Ynez Valley held a board meeting on August 9, 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 Andrew Economon, Vice Chairman, Sherrie FitzGerald, Secretary, Luca Crestanelli, Budi Kazali, Karla Azahar, Jamie Farlow, and Jonathan Rosenson. Board members Bryan Maroun and Luca Crestanelli 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 Tracy Farhad, Dr. Harwood, Liz Dodder, Jim Flagg, John Martino, Bill Henderson, Mary Ann Norbom, Debra Eagle, Nicole Schoonmaker, Karina Marino, and Sheila Glaser.

Dr. Harwood, Tracy Farhad, and John Martino provided public comment. Dr. Harwood shared an economic report. Tracy Farhad promoted Solvang CVB's newest upcoming event, Solvang Stomp. John Martino invited the board and audience to the Solvang Chambers Mixer.

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

The board reviewed a grant request for Los Alamos Valley Men's Club, Los Alamos Old Days, September 28-30, 2018; the requested amount is \$4,000. VisitSYV staff processed the grant, and the recommended amount came out to \$3,000. Sheila Glaser presented and spoke on behalf of the event, she thanked the board for previous year's support, and noted that grant money would be used for advertising and promoting the event to a wider audience including new hotels and restaurants in the area. Sherrie asked if the individual hotels and restaurants would also be reaching out to media to promote the event. Sheila said that they should and that they did last year. Linda made a motion to approve the recommended amount of \$3,000; Jonathan seconded. All in favor. A \$3,000 grant was approved.

The board reviewed a grant request for Solvang Festival Theater, Matt Kearney Concert, Wednesday, October 10, 2018; the requested amount is \$2,500. VisitSYV staff processed the grant, and the recommended amount came out to \$2,500. Mary Ann Norbom presented and spoke on behalf of the event. She mentioned that most ticket sales so far have been made from visitors outside of the Santa Ynez Valley. Budi made a motion to approve the recommended amount of \$2,500; Jamie seconded. All in favor. A \$2,500 grant was approved.

The board reviewed a grant request for Los Olivos Chamber of Commerce, Day in the Country, Saturday, October 20, 2018; the requested amount is \$4,000. VisitSYV staff processed the grant, and the recommended amount came out to \$3,000. Liz Dodder presented and spoke on behalf of the event, she thanked the board for the previous years of support and commented that they would like to replicate last year's success by expanding their advertising spend. She also noted that they added a link to Visitsyv.com's booking engine to their website. Shelby mentioned that Andrew and Jonathan

are on the Los Olivos Chamber Board and their votes would be recused. Linda asked if this was a fundraising event. Andrew responded that funds go right back into the chamber for town services. Karla made a motion to approve the recommended amount of \$3,000; Jamie seconded. All in favor. Andrew and Jonathan abstained. A \$3,000 grant was approved.

Shelby presented the June 2018 financials.

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

- Proposed dates for photo of current Board of Directors and new officers
- Annual meeting survey results
- DMA West CEO Summit Recap, 7/31-8/2 in Walla Walla
- Vintners 5 Miler Recap, 7/28
- Committee Updates
- Fall Reception at Monty Roberts
- Activity Report for month of July

Linda proposed the Board Retreat take place on Monday or Tuesday in October.

ACTION ITEM: Shelby and Danielle presented on the Visit Santa Barbara LA activation co-op. VisitSB is seeking a \$10,000 partnership for LA activation in October 2018. The cost would be shared as follows: \$5,000 from VisitSYV, \$2,500 from Solvang Conference & Visitors Bureau, \$2,500 from Buellton Visitors Bureau. Shelby mentioned that our focus would be overnight hotel stays for the Santa Ynez Valley. Danielle added that the LA activation would be an immersive photo experience. Linda asked if our event participation would be branded as a “Santa Barbara County” or as the individual participating cities. Shelby commented that each city would be recognized. Andrew made a motion to support the \$5,000 partnership; Jonathan seconded. All in favor. VisitSYV will partner with the Solvang Conference & Visitors Bureau and Buellton Visitors Bureau in a \$10,000 partnership for the Visit Santa Barbara LA activation co-op.

ACTION ITEM: The board was asked to contribute to Santa Barbara Vintners’ BID feasibility study. The ask was for \$2,500 towards the \$20,000 total; Visit Santa Barbara, Solvang Conference & Visitors Bureau, and Visit Santa Maria have all committed to funds. Linda commented that the wine industry has had a huge impact to the tourism industry, this valley has been given a whole second chance at reinventing itself with the wine industry and feels that the board should support the SB Vintners Association to be financially sound. Andrew understands the need for a feasibility test by the SB Vintners Association but doesn’t understand why it should be VisitSYV’s responsibility to support them, this is not a marketing effort towards them, this is just a study that should be funded by their members. Shelby was in support of contributing the \$2,500 in hopes that the SB Vintners Association could develop into a self-sustaining partner of the Santa Ynez Valley. Chairman Linda Johansen allowed Debra Eagle, a representative from the SB Vintners Association to speak on their behalf. Debra stated that the SBVA, along with its new Executive Director, is taking a more positive approach to partnership in the Santa Ynez Valley.

Jamie made a motion to contribute \$2,500 for the Santa Barbara Vintners' BID feasibility study; Jonathan seconded. The motion passed with 6 in favor and 1 opposed. Visit the Santa Ynez Valley will contribute \$2,500 to the Santa Barbara Vintners for their BID feasibility study.

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

Linda noted that a personnel survey would be mailed out to the board

Board comments:

Jamie gave an update on the Discovery Channel filming and said that it went really well and thanked everyone who participated. Jamie asked if VSYV's had a wedding initiative program. Danielle recommended highlighting a wedding story feature on the website and cleverly coined the hashtag, #SYVows. Andrew noted that August business was doing well; renovations continue for The Corque and Hadsten House and should be completed by end of year. Jonathan stated that August started off strong; they have been taking their food truck out to Presqu'ile Winery to the Wednesday and Friday concerts; Local's Night is every Thursday night at First & Oak featuring a 4-course meal for \$45 and half price bottles of Coquelicot wine. Karla mentioned that it has continued to be a busy summer; Movie Night every other Saturday at the Santa Ynez Valley Marriott; introducing a new restaurant menu in the coming week. Sherrie shared that PBS's Steven Raichlen, author of Project Smoke, did all of his filming at the Alisal Guest Ranch & Resort and featured Alisal's Executive Chef, Anthony Endy in one episode.

The meeting adjourned at 10:16 a.m. to the meeting of September 20, 2018, 9:00 a.m., The Landsby.

Prepared by Marisa Yott,
Digital Coordinator & Member Services

Approved by Sherrie FitzGerald,
Secretary