

## Minutes of the Board of Directors of Visit the Santa Ynez Valley November 8, 2018

Visit the Santa Ynez Valley held a board meeting on November 8, 2018 at The Chumash Casino, 3400 CA-246, Santa Ynez. Chairman Linda Johansen called the meeting to order at 9:04 a.m. Board members present included Linda Johansen, Chairman, Andrew Economon, Vice Chairman, Sherrie FitzGerald, Secretary, Budi Kazali, Karla Azahar, and Luca Crestanelli. Board members Bryan Maroun, Jonathan Rosenson and Jamie Farlow 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, Daniel Lahr, Dr. Harwood, Anna Ferguson - Sparks, Debra Eagle, Nicole Schoonmaker, Jim Flagg, Mary Angelo, Mike Wald and John Lucchetti of Oniracom.

Dr. Harwood and Daniel Lahr provided public comment. Dr. Harwood shared an economic report. Daniel Lahr thanked the board for sponsoring Solvang CVB's Solvang Stomp and gave a recap of the event.

Karla made a motion to approve the October 11, 2018 minutes. Andrew seconded; Linda abstained; all else in favor. The October 11, 2018 minutes were approved.

Shelby presented the October 2018 financials.

Oniracom gave a presentation, introduced themselves and their business to the board and provided their proposal which included the Actionable Intelligence Survey.

Andrew made a motion to approve Oniracom's proposal. Sherrie seconded; all in favor. Oniracom's proposal has been accepted.

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

- IMEX recap
- LA Activation recap
- Board retreat recap
- 2019 Destination Guide update
- Spirit 2.0 update
- Activity report for the month of October

A budget committee was formed. Members include Linda Johansen, Bryan Maroun, and Andrew Economon.

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

Board comments:

Karla commented that the hotel has been feeling a decline in government business due to Vandenberg Airforce base moving most of their launches to the east coast. She stressed the importance of driving people to the Santa Ynez Valley for mid-week stays. However, leisure business is trending up. Sherrie mentioned that the Alisal Guest Ranch is doing very well and they are seeing bookings as far in advance as 2020. Andrew agreed that business is looking good from a booking standpoint. He also mentioned that the event, CTS Gran Fondo, has brought many large groups to the SYV which are staying the entire week; this has had a big positive impact on the valley. Budi noted that The Gathering Table will be open for Thanksgiving and that business has been good. Luca agreed that business has been good and he is excited to reveal some new programs that he has been working on. Marisa gave an update on Restaurant Week. Danielle gave an update on the upcoming Lure Commercial shoot. Shelby gave an update on the SB Vintners Association issue concerning hoop houses. Linda closed by thanking Andrew for hosting the board meeting, she thanked Shelby for setting up the board retreat, she requested a follow-up retreat meeting to compile a complete list of goals for the year, then wished everyone a happy Thanksgiving.

The meeting adjourned at 10:15 a.m. to the meeting of December 13, 2018, 9:00 a.m., The Chumash Casino.

Prepared by Marisa Yott,  
Digital Coordinator & Member Services

Approved by Sherrie FitzGerald,  
Secretary