

Minutes of the Board of Directors of Visit the Santa Ynez Valley October 11, 2018

Visit the Santa Ynez Valley held a board meeting on September 11, 2018 at The Chumash Casino, 3400 CA-246, Santa Ynez. President/CEO Shelby Sim called the meeting to order at 9:04 a.m. Board members present included Sherrie FitzGerald, Secretary, Bryan Maroun, Treasurer, Budi Kazali, Luca Crestanelli, Karla Azahar and Jonathan Rosenson. Board members Jamie Farlow, Chairman Linda Johansen, and Vice Chairman Andrew Economon 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, Anna Ferguson - Sparks, Chris Kazali, Chris Jurgens, Anna Jacobson, Jim Flagg, Liz Dodder, David Burrola, and Maria Arroyo.

Dr. Harwood, Tracy Farhad, and Anna Jacobson provided public comment. Dr. Harwood shared an economic report. Tracy Farhad gave an update on Solvang CVB's Solvang Stomp. Anna Jacobson of Santa Barbara Wine Country Tours talked about their new focus on group sales and introduced their new Santa Ynez Valley wine tour excursions.

Bryan made a motion to approve the September 20, 2018 minutes as presented. Sherrie seconded; all in favor. The September 20, 2018 minutes were approved.

The board reviewed a grant request for Los Olivos Chamber of Commerce, Olde Fashioned Christmas, Saturday, December 1, 2018; the requested amount is \$3,500. VisitSYV staff processed the grant, and the recommended amount came out to \$3,250. Liz Dodder presented and spoke on behalf of the event, this year a Christmas Market is being added and event hours will be extended from 11am – 8pm. Sherrie made a motion to approve the recommended amount of \$3,250; Luca seconded. All in favor. A \$3,250 grant was approved.

The board reviewed a grant request for Julefest, presented by the Solvang Conference & Visitors Bureau, to be held December 1, 2018 – January 6, 2019; the requested amount is \$4,000. VisitSYV staff processed the grant, and the recommended amount came out to \$3,750. Tracy Farhad presented and spoke on behalf of the event, she thanked the board for their previous support, they have added a new \$25 VIP Candlelight Historic Walk event and touched on the popularity of the Nisse Adventure featuring Danish Elves hidden around town. Jonathan made a motion to accept the proposed \$3,750 grant; Bryan seconded; all in favor. A \$3,750 grant was approved for Julefest.

Bryan presented the September 2018 financials.

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

- Fall networking reception recap
- IMEX, October 16 – 18th
- LA Activation update, November 1-3rd
- Board Retreat, November 5th

- 2019 Destination Guide Update
- Spirit 2.0 Update
- Activity Report for month of September

ACTION ITEM: Lure Commercial Production. \$14,000 video development proposal which includes b-roll, 30-second commercial, and photography with a focus on diversity and overnight stays. Sherrie made a motion to approve the \$14,000 Lure Films Video Production proposal; Jonathan seconded. All in favor. The \$14,000 Lure Films Video Production proposal was accepted.

ACTION ITEM: Shelby presented the opportunity for VisitSYV to advertise in Visit Santa Barbara's Annual Visitors Magazine; the cost is \$12,000 for a four-page full-color spread, which is the same price as the year prior. Karla made a motion to accept this as presented; Bryan seconded; all in favor. The VisitSYV advertorial purchase was approved.

ACTION ITEM: Approve VisitSYV to pay up to \$23,000 for IPW 2019 10X20 booth Registration, \$18,000 to be reimbursed from the following partners: Solvang CVB, SYV Marriott, and Alisal Guest Ranch. Bryan made a motion to approve that VisitSYV pay up to \$23,000 for IPW 2019 Registration with \$18,000 to be reimbursed; Sherrie seconded; all in favor. VisitSYV will front the cost for the IPW 2019 Registration.

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

Board comments:

Shelby thanked The Chumash Casino & Andrew Economon for hosting the board meeting location. Luca stated that business has been great. Shelby noted that Luca was instrumental in adding an additional week to the upcoming Restaurant Weeks 2019 campaign. Karla mentioned that the hotel is still busy and shared the Halloween Movie Night event on October 31st. Sherrie stated that the Alisal Ranch has been busy, there has been no down-time, having a record October for group sales outpacing individual sales, forecasting a healthy 2019. Bryan remarked that Sunstone Winery has been very busy with the harvest season, seeing an increase in visitors and attributing it to a neighboring tasting room that just opened. Jonathan announced that the First & Oak food truck would be serving food at the upcoming Solvang Grape Stomp and local wineries; Mirabelle Inn is gearing up for holidays and hinted at unveiling a few new projects in the future. Budi stated that weekends have been busy at the Ballard Inn but would love to see more weekday business, The Gathering Table has also been busy and just had its busiest weekend ever. Danielle mentioned that Marisa was spearheading the Restaurant Weeks 2019 promotion; She requested group sales content for the upcoming IMEX show and revealed her excitement for the great networking opportunities at the show; she complimented the Solvang Festival Theater on the success of their recent concert fundraiser and wishes to see more of these acts which bring in many out-of-town weekday guests. Shelby closed by complimenting

and thanking each board member, shared his love for the board members, VisitSYV crew, his supporting family, and overall content for the beautiful Santa Ynez Valley.

The meeting adjourned at 10:00 a.m. to the meeting of November 8, 2018, 9:00 a.m., The Chumash Casino.

Prepared by Marisa Yott,
Digital Coordinator & Member Services

Approved by Sherrie FitzGerald,
Secretary