

Minutes of the Board of Directors of Visit the Santa Ynez Valley September 20, 2018

Visit the Santa Ynez Valley held a board meeting on September 20, 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 Linda Johansen, Chairman, Andrew Economon, Vice Chairman, Sherrie FitzGerald, Secretary, Budi Kazali, Jamie Farlow, Luca Crestanelli and Jonathan Rosenson. Board members Bryan Maroun and Karla Azahar 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, Debra Eagle, Nicole Schoonmaker, Chris Kazali, Chris Jurgens, Anna Jacobson, and Jim Flagg.

Dr. Harwood and Tracy Farhad provided public comment. Dr. Harwood shared an economic report. Tracy Farhad thanked the board for sponsoring Solvang CVB's newest upcoming event, Solvang Stomp and distributed a new Solvang Concierge Tool Kit for hotel staff education.

Danielle mentioned that Bryan had seen an error in the August minutes. "Shelby presented the June 2018 financials" needed to be changed to reflect that, "Shelby presented the July 2018 financials". Andrew made a motion to approve the August 9, 2018 minutes as corrected. Sherrie seconded; all in favor. The August 9, 2018 minutes were approved.

Shelby presented the August 2018 financials.

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

- Emmy's Gifting Suite Recap
- Fall networking reception
- October 2nd, 5-7pm at Flag is Up Farms
- October 13 - 14
- Grape Stomp
- Somm3
- IMEX, October 16 – 18th
- Group Travel
- LA Activation
- VisitSB update
- November 1-3
- 2019 Destination Guide Update
- Spirit 2.0 Update
- Activity Report for month of August

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

Linda addressed the issue of pedestrian traffic and crowd congestion in downtown Solvang.

Linda distributed the Personnel Survey and asked that the board members return their responses by October 1.

Board comments:

Andrew gave an update on the renovations with The Hadsten House and Hotel Corque and shared that Willow's restaurant offers a special "Trifecta" menu every Wednesday for only \$35. Jonathan has been busy with the wine harvest season and Coquelicot will be releasing a new, dry, sparkling wine later in the week. Jamie remarked that Fess Parker Inn has been right on par with predicted reservations for the end of the summer season and invited the board members to The Bear & Star's Monthly Chef's Table Dinners. Sherrie mentioned that the Alisal has been very busy and highlighted the BBQ Boot Camp and Buttonwood Farm Dinner events. Budi remarked that the end of summer season business has been fluctuating; The Gathering Table restaurant has been doing great; they are seeing more catering and special event business; and mentioned the upcoming Bien Nacido Winemaker Dinner. Luca stated that business has been very good and steady but noted the need for more staff. Andrew agreed. Danielle brought up that Restaurant Week preparation is underway. Shelby thanked Danielle for all her efforts and hard work; noted that Marisa was a great addition to the team; thanked Barry and The Landsby for hosting our monthly board meetings and thanked Andrew for hosting the future board meetings at the Chumash Casino. Linda thanked Shelby, Danielle, and Marisa; noting that the board is lucky to have such a great team built with people who have great talents and skills; she thanked Anna for all her hard work and efforts with Danish Days; she stated that Pea Soup Andersen's Inn and the King Frederik Inn have been doing very well; then closed by thanking the city partners, the audience and the community.

The meeting adjourned at 10:04 a.m. to the meeting of October 11, 2018, 9:00 a.m., The Chumash Casino.

Prepared by Marisa Yott,
Digital Coordinator & Member Services

Approved by Sherrie FitzGerald,
Secretary