

Minutes of the Board of Directors of Visit the Santa Ynez Valley December 13, 2018

Visit the Santa Ynez Valley held a board meeting on December 13, 2018 at The Chumash Casino, 3400 CA-246, Santa Ynez. Chairman Linda Johansen called the meeting to order at 9:06 a.m.

Board members present included Linda Johansen, Chairman, Bryan Maroun, Treasurer, Sherrie FitzGerald, Secretary, Budi Kazali, and Jonathan Rosenson. Board members Andrew Economon, Karla Azahar and Luca Crestanelli were absent. Shelby Sim, CEO, and Danielle Laudon Ruse, Vice President of Marketing, were present. Marisa Yott, Digital Coordinator & Member Services, was absent. Members of the public present included Tracy Farhad, Dr. Harwood, Anna Ferguson - Sparks, Liz Dodder, Correna Moreno, Anna Jacobson, Elizabeth Breen, Bion Rice, Sandra Sanger, Jim Flagg, John Richardson, Kelsie Cage, and Mike Wald.

Dr. Harwood and Tracy Farhad provided public comment. Dr. Harwood shared an economic report. Tracy Farhad provided an update on Solvang Julefest.

Sherrie made a motion to approve the November 8, 2018 minutes. Bryan seconded; all in favor. The November 8, 2018 minutes were approved.

Shelby shared the board had an email vote to approve two \$20k Spectrum Reach commercial purchases, which allowed our 30 second commercial to play in target homes in the Bay Area and Greater Los Angeles. There were 7 votes in favor, and no reply from 2 board members.

Chairman Linda Johansen shared a recap of the closed session/executive review; the board provided an excellent review of the President & CEO. There was an email vote on salary increases and bonuses for staff; that passed with the majority with a vote of 7 to 1.

Bryan presented the November financials.

Bryan presented the proposed 2019 budget and outlined the main changes from the 2018 budget. We will not be participating in SBIFF, therefore money is being reallocated into other projects; we created a line item for Taste of the Santa Ynez Valley to market and advertise the new venture which will be an October 2019 multiday event. Under Special Projects and Promotions, we've increased that bucket by \$12k for \$60k total. Our scholarship fund is the same, but we will be working with the local high school instead of Allan Hancock. Under Travel & Meetings, we increased these line items as staff will be promoting the Valley in our direct flight feeder markets. Linda complimented Bryan tremendously for spearheading this budget and thanked the entire budget committee which includes Andrew, Linda, Shelby and Danielle. Sherrie made a motion to approve the proposed 2019 budget; Bryan seconded. All in favor. The 2019 budget was approved.

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

- Recap of Destination Guide Launch/Winter Reception on December 11th, Skyview Motel
- Update on short-term vacation rental ordinance

- Recap of California Wine School
- Activity Report for month of November

Bion presented a teaser video of his new Two Glasses In wine series. Bion's objective is to meet with VisitSYV's marketing committee to discuss the budget and see if we can become a sponsor. He's also looking to back the project himself. Sherrie loves the project and is reminded of the popular series *Comedians in Cars Getting Coffee*. She asked about the distribution; it will be a podcast and a YouTube series; sponsors will have an opportunity for mention before and after. Linda made a request to set up a meeting with the marketing committee to discuss the sponsorship opportunity. Shelby will arrange the meeting.

Shelby presented Utrip for VisitSYV.com. VisitSYV staff are recommending a 1-year agreement for the travel platform on VisitSYV.com, with a clause to maintain pricing in year 2. This will improve SEO, increase web content, and increase time spent on site by adding up to 300 points of interest to VisitSYV.com. It will also provide a resource for front desk and concierge to assist guests. Linda made a motion to purchase Utrip for the 1st year; Jonathan seconded. All in favor. Danielle and Shelby will work with Utrip to set up the platform on VisitSYV.com.

Mike Wald of Oniracom provided a first look report on the recently executed Actionable Intelligence Survey. Mike also presented Oniracom's 2019 Marketing Proposal which would work towards the following goals for VisitSYV:

- Fill hotel rooms
- Provide strong monthly marketing reports
- Boost offseason midweek stays
- Attract more 30 to 60 person sized corporate retreats
- Meet 2019 marketing key performance indicators (KPIs).
- Increase website traffic
- Gain a more in-depth understanding of the target audience and what motivates them to stay.
- Raise the experience level and average dollar spent by promoting relaxed and accessible luxury through custom content and storytelling that engages Millennials and Baby Boomers.
- Boost the number of visits from Los Angeles County while strategizing how to attract more San Francisco Bay Area visitors.
- Ensure Visit Santa Ynez valley is recognized as a thought leader throughout the region.

After further discussion, the board was not comfortable voting today on whether to move forward with Oniracom for a 2019 marketing plan. The marketing committee will hold a meeting to further discuss and review all marketing agency options for 2019 before making their recommendation.

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

Board comments:

The board provided sentiments of gratitude to Shelby, Danielle and Marisa. Jonathan shared recent press that First and Oak and Solvang recently received. Bryan shared gratitude for being on the board. Sherrie gave an update on room renovations that will be done with the aid of a surprise celebrity designer. Budi also expressed gratitude for being on the board. Both Shelby and Danielle shared what a privilege it is to serve the SYV and receive the support and contributions of the board. Linda also expressed her sincere gratitude to the board and staff.

The meeting adjourned at 10:40 a.m. to the meeting of January 10, 2018, 9:00 a.m., The Chumash Casino.

Prepared by Danielle Laudon Ruse,
Vice President of Marketing

Approved by Sherrie FitzGerald,
Secretary