

## Minutes of the Board of Directors of Visit the Santa Ynez Valley January 10, 2019

Visit the Santa Ynez Valley held a board meeting on January 10, 2019 at The Chumash Casino, 3400 CA-246, Santa Ynez. Chairman Linda Johansen called the meeting to order at 9:00 a.m. Board members present included Linda Johansen, Chairman, Andrew Economon, Vice Chairman, Bryan Maroun, Treasurer, Budi Kazali, Luca Crestanelli, and Karla Azahar. Board members Sherrie FitzGerald, Secretary and Jonathan Rosenson 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 Dr. Harwood, Jim Flagg, Alison Laslett, Kathy Vreeland, Daniel Lahr, Stephen Janes, Sam Cohen, Brooks Gil, Nedra Johnson, Kirk Nordgren, Sue Eisaguirre, and Sandee Sanger.

As board members Budi Kazali and Bryan Maroun needed to leave early, the agenda was reordered to include all the action items while the majority of the board was present.

The board reviewed a grant request for Garagiste Events Inc, Garagiste Festival, February 8 – 10, 2019; the requested amount is \$4,000. VisitSYV staff processed the grant, and the recommended amount came out to \$3,250. Andrew made a motion to approve the recommended amount of \$3,250; Bryan seconded. All in favor. A \$3,250 grant was approved.

The board reviewed a grant request for Solvang Conference & Visitors Bureau, Taste of Solvang, March 15 - 17, 2019; the requested amount is \$4,000. VisitSYV staff processed the grant, and the recommended amount came out to \$3,750. Daniel Lahr presented and spoke on behalf of the event, he mentioned that they are adding new culinary experiences, classes and presentations to the event. Andrew made a motion to accept the proposed \$3,750 grant; Luca seconded; all in favor. A \$3,750 grant was approved.

The board reviewed a grant request for Buellton Visitors Bureau, Buellton Wine & Chili Fest, March 17, 2019; the requested amount is \$4,000. VisitSYV staff processed the grant, and the recommended amount came out to \$3,750. Kathy Vreeland presented and spoke on behalf of the event and thanked the board for their previous sponsorship. Andrew made a motion to accept the proposed \$3,750 grant; Karla seconded; all in favor. A \$3,750 grant was approved.

Bryan presented the December 2018 financials.

Bryan made a motion to approve the December 13, 2018 minutes as presented. Budi seconded; all in favor. The December 13, 2018 minutes were approved.

Board members Bryan Maroun and Budi Kazali left the meeting at 9:14am. With that, the meeting officially adjourned at 9:14 a.m. With no action items taking place after the adjournment, the board and public continued an informal discussion.

Dr. Harwood, Daniel Lahr, Sue Eisaguirre, Kirk Nordgren, Alison Laslett, and Sam Cohen provided public comment Dr. Harwood shared an economic report. Daniel Lahr gave an update on Julefest

and thanked the board for their previous support. Sue Eisaguirre gave an update on NatureTrack Film Festival 2019. Kirk Nordgren gave an update on Gran Fondo 2018 and thanked the board for their support. Alison Laslett discussed the challenges of the growing Cannabis Industry and the effects of large operations on the local wine industry. Sam Cohen introduced himself as the incoming president of the Santa Ynez Chamber and welcomed the board to Santa Ynez.

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

- Utrip Update
- Oniracom Update
- Restaurant Weeks Update
- Update on unincorporated board member
- Visit California Outlook Forum
- Opportunity to place additional guides in Santa Barara
- Thorton Tomasetti Event in downtown Los Angeles
- Activity Report for month of December
- 2 Glasses In Wine Video Series

Danielle presented the Marketing Update, Review of December 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. Danielle shared her excitement for working with Oniracom and for the upcoming SYV Restaurant Weeks promotion. Marisa also shared her enthusiasm for SYV Restaurant Weeks. Luca mentioned that 2018 was a fantastic year and that he was also looking forward to SYV Restaurant Weeks. Andrew agreed that 2018 closed strong and that they are already seeing an increase in year over year growth. Karla concurred stating that the holiday business was great and noticed that the delayed Vandenberg missile launches were good for the hospitality industry. Shelby wished everyone a Happy New Year and shared his excitement for 2019. Linda congratulated the Santa Ynez Valley for executing a successful holiday season; she thanked the board members for their continued hard work; she acknowledged Shelby, Danielle, and Marisa for their great team work; and shared her excitement to what magic 2019 will bring.

The next board meeting is to be held February 14, 2019, 9:00 a.m., The Chumash Casino.

Prepared by Marisa Yott,  
Digital Coordinator & Member Services

Approved by Linda Johansen,  
Chairman