

Minutes of the Board of Directors of Visit the Santa Ynez Valley February 14, 2019

Visit the Santa Ynez Valley held a board meeting on February 14, 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, Sherrie FitzGerald, Secretary, Jonathan Rosenson, Karla Azahar, and Nedra Johnson. Board members Budi Kazali and Luca Crestanelli 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, Tracy Farhad, Mary Ann Norbom, Jim Flagg, Stephen Janes, Anna Ferguson-Sparks, Nick Janes, Alison Sydney, and John Edwardson.

Dr. Harwood and Tracy Farhad gave public comment. Dr. Harwood shared an economic report. Tracy Farhad gave an update on Taste of Solvang 2019. She thanked the board for their support and discussed the format change for the upcoming event.

ACTION ITEM: Ratify Nedra Johnson of The Alamo Motel as a board member representing unincorporated hotelier. Andrew made a motion to ratify Nedra Johnson as a new board member representing unincorporated hotelier; Sherrie seconded. All in favor. Nedra Johnson of The Alamo Motel is now a Visit the Santa Ynez Valley board member.

Karla made a motion to approve the January 10, 2019 minutes as presented. Andrew seconded; all in favor. The January 10, 2019 minutes were approved.

The board reviewed a grant request for Solvang Festival Theater, Scott McCreery Concert, Saturday, April 27, 2019; the requested amount is \$2,500. VisitSYV staff processed the grant, and the recommended amount came out to \$2,500. Mary Ann Norbom presented and spoke on behalf of the event, she thanked the board for their previous support. She stated that 50% of ticket sales were by consumers living outside of the Santa Ynez Valley. Sherrie made a motion to accept the proposed \$2,500 grant; Jonathan seconded; all in favor. A \$2,500 grant was approved.

Bryan presented the January 2019 financials.

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

- Chroma installation recap commercial
- VisitCA Outlook forum recap
- February 11 – 14th, Shelby and Danielle in attendance
- Cycling in the SYV update
- DTLA Thorton Tomasetti wine event recap
- Wednesday, January 30th
- SBIFF ad

- \$2,500 onscreen ad
- placement before 400 film screenings
- NatureTrack Film Festival
- \$5,000 sponsorship
- Presenting Partner Benefits: • Four sponsor passes + 15 tickets; 4 invitations to Spotlight dinner and opening/closing receptions • Full page ad in NTFF program; logo on NTFF program thank you page • Logo on: ads, posters, included on NTFF Partner screen wash, and headquarter thank you banner • Info on NTFF website pages with link and on all e-blasts • Mention in all press releases; social media acknowledgment
- Spartan Race, October 26-27
- 10k participants
- \$25k (VSB \$25k) = \$50k total
- Turnkey event, Solvang and Buellton CVBs as well as area chambers would be invited to hold auxiliary events. Do we have occupancy that weekend? It would be an annual event and investment.
- Community Impact
- Restaurant Week Recap
- Upcoming Consumer Tradeshow
- Denver Travel & Adventure Show, February 23-24, 2019
- Dallas Travel & Adventure Show, March 30-31, 2019
- Education Update
- Spirit 2.0
- Wine School
- 2018 Report
- New commercial, long form and short form
- Activity Report for month of January

ACTION ITEM: To approve the Expense Policy recommended by the Chairman, Vice Chairman, and Treasurer. Karla made a motion to approve the Expense Policy as presented. Bryan seconded; all in favor. The Expense Policy was approved.

ACTION ITEM: To approve a \$5,000 sponsorship of the 2 Glasses In Wine Series. Jonathan asked if there would be a stipulation to go along with the sponsorship. Andrew made a motion to approve the sponsorship of the 2 Glasses In Wine Series with parameters set to be within a planned time of execution. Karla seconded; all in favor. A \$5,000 sponsorship was awarded to the 2 Glasses In Wine Series.

Danielle presented the Marketing Update, Review of January VisitSYV.com web trends, DVA and Oniracom PR and Marketing Efforts, and Restaurant Week 2019

Board Comments:

Danielle is excited for the Denver Travel & Adventure Show and is excited to learn more about trends and insights at the upcoming DMA Tech Summit. Marisa commented on the successes of Restaurant Weeks 2019. Jonathan noted that Restaurant Weeks went very well and suggested a date change for Restaurant Weeks 2020 to boost January sales. Nedra stated that she loved how Restaurant Weeks brought the community closer together. Sherrie said that the Restaurant Weeks campaign was successful for the River Course Grill at the Alisal. She reported that 2018 was the best year that the Alisal Guest Ranch had seen in over two decades; group business sales for January were higher than projected and they are already booking reservations into 2020 and 2021. Karla announced that January was strong for the hotel, projected that the first quarter would end strong, agreed that Restaurant Weeks was awesome, and introduced Santa Ynez Valley Marriott's new Director of Sales, Alison Sydney. Andrew mentioned that sales for 2018 were great, January sales were good, Q1 was up, and the forecast for 2019 was looking good overall. Bryan agreed, sales for January were good and Q1 was looking strong, vineyards are looking amazing, and invited the board and audience to Sunstone's annual Eros wine event. Shelby thanked his staff, Danielle and Marisa, for all of their hard work, effort, and commitment; he introduced the Netflix film, Paddelton, and noted that it was filmed and featured many local Santa Ynez Valley properties and businesses. Linda closed by thanking Danielle and Marisa for their hard work on Restaurants Weeks, welcomed Nedra to the team, agreed that the Santa Ynez Valley is looking amazing, noted that we need to focus on marketing "the ultimate Santa Ynez Valley experience" and wished everyone a great Valentine's Day.

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

Prepared by Marisa Yott,
Digital Coordinator & Member Services

Approved by Sherrie FitzGerald,
Secretary