

Minutes of the Board of Directors of Visit the Santa Ynez Valley April 11, 2019

Visit the Santa Ynez Valley held a board meeting on April 11, 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, Luca Crestanelli, Budi Kazali and John Richardson. 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, Jim Flagg, Anna Ferguson-Sparks, Kathy Vreeland, Jamie Baker, Kris Kazali, Frank Peters, Tyler Thomas, Peter Robbins, Elizabeth Dadosky, Will Henry, John Keller, Nick Janes, Alison Laslette, Erica Valdez, and Mary Nash.

Dr. Harwood, Frank Peters, Tyler Thomas, and Kathy Vreeland gave public comment. Dr. Harwood shared an economic report. Frank Peters introduced the Santa Barbara Bicycle Coalition and spoke on bicycle tourism. Tyler Thomas addressed the Cannabis Land Use Ordinance and its potential threat on agriculture tourism in Santa Barbara County. Kathy Vreeland thanked the board for their support of the Buellton Wine & Chili Fest and said that it was their most successful event to date.

ACTION ITEM: Ratify John Richardson of Santa Ynez Inn as a board member representing unincorporated hotelier. Sherrie made a motion to ratify John Richardson as a new board member representing unincorporated hotelier; Bryan seconded. All in favor. John Richardson of Santa Ynez Inn is now a Visit the Santa Ynez Valley board member.

Sherrie made a motion to approve the March 14, 2019 minutes as presented. Bryan seconded; all in favor. Linda abstained as she was absent from the March 2019 board meeting. The March 14, 2019 minutes were approved.

The board reviewed a grant request for Los Olivos Rotary Foundation, Los Olivos Jazz & Olive Festival, Saturday, June 8, 2019; the requested amount is \$2,500. VisitSYV staff processed the grant and the recommended amount came out to \$2,000. Peter Robbins presented and spoke on behalf of the event, he thanked the board for their previous support. Andrew made a motion to accept the proposed \$2,000 grant; Karla seconded; all in favor. A \$2,000 grant was approved.

The board reviewed a grant request for Santa Ynez Valley People Helping People, Polo Classic, Saturday, June 29, 2019; the requested amount is \$4,000. VisitSYV staff processed the grant and the recommended amount came out to \$2,750. Erica Valdez presented and spoke on behalf of the event, she thanked the board for their previous support. Jonathan made a motion to accept the proposed \$2,750 grant; Andrew seconded; all in favor. A \$2,750 grant was approved.

Bryan presented the March 2019 financials.

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

- Actionable Intelligence Report
- Taste of the SYV Update
- Dallas Travel & Adventure Show Recap, March 30-31, 2019
- WineRam Film Production
- Board Elections
- Request for nominations to be sent April 22nd
- Election by email vote scheduled for May 20 – May 28th, results announced at June board meeting
- 4 open positions (Solvang hotelier, Buellton hotelier, Unincorporated hotelier, At-large member)
- Date for Spring Reception
- April 30th at Grassini Vineyards in Happy Canyon, 5:30-7:30pm
- Effervescence LA (Beverly Hills) 2019 May 3-5
- Annual Meeting/Spirit of the Valley
- Tentative, Thursday, June 13th, 10:30am-12:30pm
- Activity Report for month of March

Danielle presented the Marketing Update, Review of March VisitSYV.com web trends, DVA and PR and Marketing Efforts, Utrip update, and Travel & Adventure Series update.

Board Comments:

John Richardson shared his excitement on being a new board member. Shelby thanked Luca for his service on the board, noted his accomplishment of extending Restaurant Weeks to two weeks, and wished him luck on his new venture. Luca thanked the board for the opportunity of serving on the board and revealed that he will be opening a second restaurant in the fall. Budi noted that business has been good. Bryan agreed that Q1 was good for the winery and visitation was up. Sherrie remarked that the Santa Barbara Vintners Wine Futures Tasting event at Alisal Guest Ranch was incredibly successful and that she was looking forward to next year's event. Andrew said the Casino and hotels also had a great Q1 and that he was looking forward to the summer business. Jonathan shared his excitement with working on the Taste of the Valley event and is looking forward to learning more about DVA's digital marketing campaign for Visit the Santa Ynez Valley. Karla stated the hotel also had a positive Q1 and that they started planning for summer events with dates to be announced soon. Danielle gave an update on the DMA West Tech Summit. Linda closed by thanking the guests for attending the board meeting, she thanked the board members for their hard work, and thanked Shelby and Danielle for their wonderful presentation on Visit the Santa Ynez Valley at the Solvang City Council.

The meeting adjourned at 10:01 a.m. to the meeting of May 9, 2019, 9:00 a.m., The Chumash Casino.

Prepared by Marisa Yott,
Digital Coordinator & Member Services

Approved by Sherrie FitzGerald,
Secretary