

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

Visit the Santa Ynez Valley held a board meeting on March 14, 2019 at The Chumash Casino, 3400 CA-246, Santa Ynez. Vice Chairman Andrew Economon called the meeting to order at 9:00 a.m. Board members present included Andrew Economon, Vice Chairman, Bryan Maroun, Treasurer, Sherrie FitzGerald, Secretary, Jonathan Rosenson and Budi Kazali. Board members Linda Johansen, Chairman, Karla Azahar, 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, Jim Flagg, Anna Ferguson-Sparks, Phil Carpenter, Daniel Lehr, Charles Rosenson, John Richardson, Sandy Sanger, and Richard Barca.

Dr. Harwood, Tracy Farhad and Daniel Lehr gave public comment. Dr. Harwood shared an economic report. Tracy Farhad and Daniel Lehr gave an update on Taste of Solvang 2019 and introduced FilmSolvang.com, a special event & film/photo shoot liaison service.

Bryan made a motion to approve the February 14, 2019 minutes as presented. Sherrie seconded; all in favor. The February 14, 2019 minutes were approved.

The board reviewed a grant request for Santa Ynez Valley Rotary Club, 4<sup>th</sup> of July Festival & Fireworks, Thursday, July 4, 2019; the requested amount is \$4,000. VisitSYV staff processed the grant and the recommended amount came out to \$3,500. Richard Barca presented and spoke on behalf of the event, he thanked the board for their previous support. He revealed results from last year's customer survey stating that 67% of attendees were from outside of the Santa Ynez Valley. Bryan made a motion to accept the proposed \$3,500 grant; Jonathan seconded; all in favor. A \$3,500 grant was approved.

Bryan presented the February 2019 financials.

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

- Spartan race - not happening this year
- Oniracom Update
- Actionable Intelligence Report
- Taste of the SYV Update
- Wine Region Update
- Upcoming Consumer Tradeshow
- Dallas Travel & Adventure Show, March 30-31, 2019
- Date for Spring Reception at Grassini Vineyard – April 30, 2019
- Activity Report for month of February

**ACTION ITEM:** To extend the Griffin Publishing Destination Guide contract by one year (2021) to get through the renewal of the TBID contract. Jonathan made a motion to extend the contract as

presented. Sherrie seconded; all in favor. The Griffin Publishing Destination Guide contract was extended by one year.

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

#### Board Comments:

Jonathan invited the board and audience to the Los Olivos Chamber Mixer and to the Coquelicot tasting room. Budi mentioned that February sales were a little slow and that he looked forward to the increase in cycling visitors in the upcoming month. Budi revealed his business partnership with Ramen Kotori, Solvang's first ramen noodle restaurant, due to open the following week. Shelby thanked the board for their support, he thanked Danielle and Marisa for their continued hard work; he commended Danielle on the extra time and effort put into working with Oniracom and heading the Actionable Intelligence Survey; then thanked Andrew and the Chumash Casino for hosting the board meeting. Sherrie thanked Andrew for the wonderful breakfast that he provided to the board and board meeting attendees; she mentioned that February bookings were slow due to the rainy weather but was looking forward to the SB Vintners Wine Grand Futures Tasting that is being hosted at the Alisal Guest Ranch & Resort. Bryan said that tasting room visitation slowed in February due to the rainy weather but that March was looking strong. Danielle was looking forward to presenting at Visit California's Destination Third Thursday event and she is also looking forward to attending the DMA West Tech Summit. Andrew said that February occupancy rate was high and that he was looking forward to reenergizing the Bike Tourism committee.

The meeting adjourned at 10:08 a.m. to the meeting of April 11, 2019, 9:00 a.m., The Chumash Casino.

Prepared by Marisa Yott,  
Digital Coordinator & Member Services

Approved by Sherrie FitzGerald,  
Secretary