

Minutes of the Board of Directors of Visit the Santa Ynez Valley June 13, 2019

Visit the Santa Ynez Valley held a board meeting on June 13, 2019 at Hotel Corque, 400 Alisal Rd, Solvang. Chairman Linda Johansen called the meeting to order at 9:00 a.m. Board members present included Linda Johansen, Chairman, John Richardson, Treasurer, Sherrie FitzGerald, Secretary, Bryan Maroun, Jonathan Rosenson, and Karla Azahar. Members absent included, Andrew Economon, Vice Chairman, Budi Kazali, and Will Henry. 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, Alex Cruise, Annette Cortez, Jim Flagg, Anna Ferguson-Sparks, Louise Smith, Melissa Rogers, and Mary Richardson.

Dr. Harwood shared an economic report.

Jonathan made a motion to approve the May 9, 2019 minutes as presented. Bryan seconded; all in favor. The May 9, 2019 minutes were approved.

John Richardson presented the May 2019 financials.

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

- Board Election results - To be ratified in July
- VisitCA presentation recap
- May 23, 2019, Sacramento
- IPW recap
- June 1 – 7, 2019, Anaheim
- Annual Meeting agenda
- WineRam update
- Meeting space project
- Activity Report for month of May

Danielle presented May VisitsYV.com web trends, DVA PR and Marketing Efforts, and IPW Anaheim recap

Board Comments:

Shelby brought up the issue of PGE's Community Wildfire Safety Program, their planned maintenance outages in extreme weather and wildfires, and the potential effects on local businesses. Jonathan announced that the First & Oak restaurant at Mirabelle Inn had been a recipient of the 2019 Michelin Plate distinction; the first Michelin Named Restaurant in the Santa Ynez Valley. Karla mentioned that weekend hotel bookings have been strong, they have seen a new trend in "Santa Barbara day excursions", and announced that the Spartan Race was planned

to be held in the Santa Ynez Valley, Dec. 14, 2019. John gave an update on Santa Ynez Inn's restaurant, due to open early spring 2020. Bryan revealed that May was a great month for Sunstone Winery, he spoke on upcoming winery events, thanked the board for a great two years, and stated that he felt confident that the board was in good hands with John as the new treasurer. Sherrie noted that Alisal Guest Ranch had one of their largest media events - the Nathan Turner House Reveal Party Weekend - with representatives attending from Architectural Digest, Veranda, LA Times, Town & Country, along with many other notable influencers. Linda closed by thanking Bryan for serving on the board, she congratulated Jonathan on First & Oak's award, noted that Pea Soup Andersen Inn and King Frederik are doing great and off to a good summer, then thanked the guests for attending the board meeting.

The meeting adjourned at 9:55 a.m. to the meeting of July 11, 2019, 9:00 a.m., Chumash Casino, Santa Ynez.

Prepared by Marisa Yott,
Digital Coordinator & Member Services

Approved by Sherrie FitzGerald,
Secretary