

Minutes of the Board of Directors of Visit the Santa Ynez Valley May 9, 2019

Visit the Santa Ynez Valley held a board meeting on May 9, 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, Jonathan Rosenson, Budi Kazali, John Richardson, and Will Henry. Members absent included, Sherrie FitzGerald, Secretary and Karla Azahar. 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, Jaime Baker, Kris Kazali, Alex Cruise, Annette Cortez, Scott Gold, Anna Ferguson-Sparks, Robert Clark, Chris Djernaes, Daniel Johnson, Kirk Norgren, Jeffrey Norman, Collin West, and MaryAnn Norbom.

Dr. Harwood, Annette Cortez, and Jeffrey Norman gave public comment. Dr. Harwood shared an economic report. Annette Cortez introduced the Solvang Escape Room and invited the board and audience to a free Escape Room experience. Jeffrey Norman, filmmaker, presented his short film love story script that he plans to film in the Santa Ynez Valley.

Jonathan made a motion to ratify Will Henry of Pico as a new board member representing Member At-Large; Andrew seconded. All in favor. Will Henry of Pico Los Alamos is now a Visit the Santa Ynez Valley board member.

Bryan made a motion to approve the April 11, 2019 minutes as presented. Will seconded; all in favor. The April 11, 2019 minutes were approved.

The board reviewed a grant request for Solvang Festival Theater, Jazz Series, June 16, July 21, August 18, September 8, 2019; the requested amount is \$1,500. VisitSYV staff processed the grant and the recommended amount came out to \$1,500. MaryAnn Norbom presented and spoke on behalf of the event and thanked the board for their previous support. Andrew made a motion to accept the proposed \$1,500 grant; John seconded; all in favor. A \$1,500 grant was approved.

The board reviewed a grant request for Danish Days Foundation, Danish Days, September 20-22, 2019; the requested amount is \$4,000. VisitSYV staff processed the grant and the recommended amount came out to \$4,000. Linda Johansen represented the Danish Days Foundation and spoke on behalf of the event. Andrew requested to increase the grant amount to \$5,000 to increase the reach and exposure of the event. Jonathan made a motion to accept the proposed \$5,000 grant; Andrew seconded; Linda Johansen recused herself from the vote; all in favor. A \$5,000 grant was approved.

The board reviewed a grant request for Carmichael Training Systems (CTS), Gran Fondo, November 9, 2019; the requested amount is \$4,000. VisitSYV staff processed the grant and the recommended amount came out to \$3,750. Kirk Norgren presented and spoke on behalf of the event and thanked the board for their previous sponsorship of \$5,000. Andrew stated that the

event draws in above-average, quality tourists. John agreed and mentioned that the event brings in tourist year-round. Andrew made a motion to increase the grant to \$5,000; John seconded; all in favor. A \$5,000 grant was approved.

Bryan presented the April 2019 financials.

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

- Taste of the SYV update
- Board elections
- Spring Reception recap
- Effervescence LA (Beverly Hills) recap
- Visit California Presentation
- May 23, 2019, Sacramento
- IPW
- June 1 – 7, 2019, Anaheim
- Annual Meeting update
- Spirit of the Valley update
- Activity Report for month of April

Colin West of WineRam Film Production presented his proposal for a feature documentary film to showcase the Santa Ynez Valley

Danielle presented April VisitSYV.com web trends, DVA PR and Marketing Efforts, and Utrip update.

Linda introduced New Business and Old Business

Board Comments:

Shelby Sim announced that Bryan Maroun will be stepping down from Treasurer and we greatly appreciate his time and efforts. Shelby announced that Bryan will be replaced by John Richardson as Visit the Santa Ynez Valley's new Treasurer. Jonathan introduced his new Afternoon Tea events at First & Oak in the Mirabelle Inn. Will was thankful to be on the board and looks forward to getting to know everyone better. Bryan said that April was a great month for the winery. Andrew agreed that April was a great month for the casino and announced that the Chumash Casino Resort will start selling day passes to the pool at \$25 a person which includes a \$25 food and beverage credit. Budi agreed that April was a good, solid month. John concurred that April was a great month for the hotel and the demolition has started on their new restaurant. Linda closed by thanking Shelby, Danielle, and Marisa on the Spring Reception; invited everyone to the upcoming Annual Meeting; thanked the board members for being out

and about and making a difference in the community; she welcomed Will & John to the board; and thanked the audience for coming to the board meeting. Linda noted that Sherrie was absent from the board meeting as she was out of town receiving a Smart Women in Meetings award for being an Industry Leader. Linda also shared her appreciation for Bryan's time and expertise in moving the organization forward in a professional manor regarding the finances; then closed by exclaiming how proud she is of Visit the Santa Ynez Valley.

The meeting adjourned at 10:56 a.m. to the meeting of June 13, 2019, 9:00 a.m., Hotel Corque.

Prepared by Marisa Yott,
Digital Coordinator & Member Services

Approved by Linda Johansen,
Chairman