

Minutes of the Board of Directors of Visit the Santa Ynez Valley August 8, 2019

Visit the Santa Ynez Valley held a board meeting on August 8, 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, John Richardson, Treasurer, Sherrie FitzGerald, Secretary, Karla Azahar, and Louise Smith. Board members Will Henry, Jonathan Rosenson and Budi Kazali were absent. Shelby Sim, CEO, and Danielle Laudon Ruse, Vice President of Marketing, were present. Marisa Yott, Digital Coordinator & Member Services, was absent. Members of the public present included Dr. Harwood, Anna Ferguson, Jamie Baker, Phil Carpenter, Jim Flagg, Kelly Fiore, Melissa Rogers, Sam Cohen, Amy Dixon, Kady Fleckenstein, Alexis Crouse, Dan Johnson, Channing Jones, Hagan Blount, Brenda Ball, and Alison Sydney.

Dr. Harwood and Sam Cohen provided public comment. Dr. Harwood shared an economic report. Sam Cohen spoke on behalf of the Santa Ynez Chamber and expressed gratitude to the board for Shelby Sim and his partnership in upcoming activities, including Santa Ynez's involvement in Taste of the Santa Ynez Valley on Friday, October 18th; Sam plans to apply to VisitSYV for a grant for seasonal promotions and will refer to Shelby as a resource.

The July 2019 – June 2020 Term Board Officers were elected as follows:

- Chairman: Sherrie made a motion to nominate and ratify Linda Johansen as Chairman; Karla seconded. All in favor. Linda Johansen is now VisitSYV Chairman for the July 2019 – June 2020 term.
- Vice Chairman: Linda made a motion to nominate and ratify Andrew Economon as Vice Chairman; John seconded. All in favor. Andrew Economon is now VisitSYV Vice Chairman for the July 2019 – June 2020 term.
- Treasurer: Linda made a motion to nominate and ratify John Richardson as Treasurer; Sherrie seconded. All in favor. John Richardson is now VisitSYV Treasurer for the July 2019 – June 2020 term.
- Secretary: Linda made a motion to nominate and ratify Sherrie FitzGerald as Secretary; Louise seconded. All in favor. Sherrie FitzGerald is now VisitSYV Secretary for the July 2019 – June 2020 term.

Karla made a motion to approve the July 11, 2019 minutes. John seconded; all in favor except Linda who abstained due to her absence at the July meeting. The July 11, 2019 minutes were approved.

The timing of today's meeting did not provide adequate time for a full P&L from accounting; Treasurer John Richardson will report on both July and August finances in September.

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

- Solvang tourism update
 - In the Solvang Tourism update Shelby explained that the Solvang CVB is still running, as is the visitor center. Because the Solvang Grape Stomp needs to happen this year, the City of Solvang may propose at their Monday meeting that VisitSYV manage the event. Shelby recommends this action because Stomp is set to be a part of TasteSYV, VisitSYV's inaugural 4 day festival. Linda expressed her gratitude to Tracy Farhad for her leadership at the Solvang CVB, she is saddened that personal matters prevented her from attending meetings to support the CVB. The board agreed that it will be necessary for VisitSYV to manage the Grape Stomp this year. John made a motion that VisitSYV agree to take the responsibility of managing The Grape Stomp if the City funds every aspect to make it happen; Andrew seconded the motion; all in favor. Shelby shared there was also a discussion regarding Julefest; Shelby advised against participating in Julefest management; the board agreed. Shelby also shared that there has been discussion over having VisitSYV manage the Solvang Visitor Center and expand its coverage to the Santa Ynez Valley. The board is open to exploring VisitSYV managing the Visitor Center in Solvang in 2020, which would be funded by the City as a service to our residents and visitors.
- Taste of the SYV update
- Discover SYV television series pilot update
 - Filming September 5th
- Destinations International recap
 - July 23 – 25, St. Louis, Missouri
- DMA West CEO Summit recap
 - July 29 – 31, Pismo Beach
- 1st and 2nd Quarter 2019 reports submitted
- Cold wine storage acquired
 - Trade member wine
- New Facilities Venue Guide
- Danish Days occupancy query
 - Regarding the Danish Days occupancy query, Linda asked VisitSYV staff about this and she personally called the hotels to inquire on their current occupancy for Danish Days weekend; Linda reported back that the majority of SYV hotels are sold out while the few remaining hotels are 50-75% sold out.
- Destination Guide update
 - Linda and Sherrie volunteered to be on the 2020 Destination Guide committee; we will present the committee opportunity again at the September meeting for absent board members. Andrew offered to be on the committee if need be.

- Activity Report for month of July

Shelby presented the current TasteSYV program schedule and draft budget for the entire event; Andrew made a motion to allow the President/CEO to move forward with the 2019 TasteSYV budget as presented, not to exceed \$140k. John seconded. All in favor.

In addition to the TasteSYV budget approved, Shelby presented a barter/trade media sponsor opportunity with Wine Enthusiast that includes a \$19k subscription service offered to all VisitSYV hotels. Shelby will get back to the board next Wednesday by email for a vote on this subscription-based opportunity.

Danielle presented the Marketing Update, Review of July VisitSYV.com web trends, DVA Campaign, and Marketing update. Linda pointed out the importance of our marketing efforts and stated that visitors do not just come to the region on their own, they come because of these efforts presented in this marketing report.

Linda presented the opportunity to discuss old business and new business.

Regarding old business:

- Shelby shared that in the month of July, the board voted by email with a 9 – 0 vote in favor of hiring En Fuego as the TasteSYV production company.
- The board also voted by email with a majority vote to increase VisitSYV's support to the amount of \$5,000 for a Solvang Christmas tree.
- Linda reminded the board she needs the remaining board members' response to her email regarding the CEO's 6 month evaluation.

Regarding new business:

- Linda shared at the beginning of November, we will have a retreat to get all the new board members revved up and hear their new ideas; Linda hopes to know what Solvang tourism is doing so we can finetune our own strategies as well.

Board comments:

Shelby thanked the board for their support and belief in him executing TasteSYV. He shared he and staff have been working feverishly on this and there has not been a break; he complimented Danielle for her support and execution. Sherrie noted that summer season has certainly been busy for Alisal. She thanked Danielle for her efforts saying she does this every day and knows how hard it is making sure all the right visuals and brand narrative are executed properly. Andrew shared that he was gone for part of July but overall summer is on pace. John shared Santa Ynez Inn occupancy is fairly even compared to last year; they're booked for weddings significantly for September through November and their restaurant is looking at a late Q1 opening, which will be an excellent addition to the community. Karla shared that summer and

July have picked up quite a bit for the Santa Ynez Valley Marriott; their brand awareness and award stays have quadrupled from last year as loyal members are staying with them while visiting Santa Barbara; Karla is pleased to see all VisitSYV's work being done and has noted the ad execution on social; Karla also announced that she has jobs open currently and to please send folks her way. Louise shared that her new endeavor To-Go at the Window is readjusting their hours with lunches Monday through Wednesday and dinners the rest of the week; she is looking for guest chefs who would also like to serve their food through the window. Louise said thank you to the staff, they're doing an amazing job. Linda thanked the public for all their contributions and interest in what our organization is doing. It's a group effort and we have a premier tourist destination. Danielle thanked the board and members in attendance for their contributions, noting it is their outstanding product, services and offers that VisitSYV has the pleasure and opportunity to promote. Linda closed the meeting sharing that she is confident we'll get to where we need to go, and that we must all work together to make that happen.

The meeting adjourned at 10:23 a.m. to the meeting of September 12, 2019, 9:00 a.m., The Chumash Casino.

Prepared by Danielle Laudon Ruse,
Vice President of Marketing

Approved by Sherrie FitzGerald,
Secretary