

Minutes of the Board of Directors of Visit the Santa Ynez Valley September 12, 2019

Visit the Santa Ynez Valley held a board meeting on September 12, 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, Jonathan Rosenson, Karla Azahar, Budi Kazali, Will Henry, and Louise Smith. Members absent included, Andrew Economon, Vice Chairman, John Richardson, Treasurer and Sherrie FitzGerald, Secretary. 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, George Rose, Phil Carpenter, Alison Sydney, David Burrola, Anna Ferguson- Sparks, Kris Kazali, Victoria Mortenson, Melissa Rogers, and Carina Marino.

Dr. Harwood and George Rose provided public comment. Dr. Harwood gave an economic update. George Rose presented his newly released, large format photography coffee table book, Wine Country Santa Barbara County.

Karla made a motion to approve the August 8, 2019 minutes as presented; Will seconded. All in favor. The August 8, 2019 minutes were approved.

Shelby Sim gave an update on the July and August 2019 financials.

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

- Discover SYV television series pilot update
- Solvang Stomp update
- Taste of the SYV update
- Solvang tourism update
- Determine date for Fall Retreat
- Publication Committee
- Linda Johansen, Sherrie FitzGerald, Budi Kazali
- WE Subscription approved through email vote
- Spirit 2.0 Spring 2020
- Activity Report for month of August

Danielle presented August VisitSYV.com web trends, DVA PR and Marketing Efforts, and an ESTO conference update.

Board Comments:

Danielle was very happy to be working with Shelby and Marisa on Taste of the Santa Ynez Valley and applauded Shelby for all his hard work on the event. Will is excited about the upcoming Taste of the Valley events and thanked Shelby for putting the event together. He also shared that his partner with Lumen Wines, Lane Tanner, was nominated by Wine Enthusiast for Winemaker

of the Year. Jonathan also shared his excitement for the Taste of the Valley events. Louise concurred as well and thanked the VisitSYV team for their hard work on TasteSYV. Budi had a great summer at the Inn and restaurant and is looking forward to the fall events. Karla brought up the need for a Crisis Management Plan for the Santa Ynez Valley. Shelby thanked the team, the board, and the community for their support, trust, and belief in Visit the Santa Ynez Valley. Linda thanked the VisitSYV team for their hard work. She also brought up the need to recognize some “unsung heroes” of the Santa Ynez Valley such as Brenda Ball and her husband who have taken jobs at the Solvang Visitor Center to keep it operating and she also commended Susan and Daniel of the Solvang Conference & Visitors Bureau on their help promoting the City of Solvang in spite of the negative political environment. Linda closed by thanking VisitSYV on their ongoing marketing of the Santa Ynez Valley as a whole and reminded the community to be mindful and thankful, and to keep moving forward in a positive manner.

The meeting adjourned at 9:52 a.m. to the meeting of October 10, 2019, 9:00 a.m., Chumash Casino, Santa Ynez.

Prepared by Marisa Yott,
Digital Coordinator & Member Services

Approved by Linda Johansen,
Chairman