

Minutes of the Board of Directors of Visit the Santa Ynez Valley October 10, 2019 Visit the Santa Ynez Valley held a board meeting on October 10, 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, Budi Kazali, and Karla Azahar. Board members Will Henry, Jonathan Rosenson and Louise Smith were absent. Shelby Sim, CEO, and Danielle Laudon Ruse, Vice President of Marketing and Marisa Yott, Digital Coordinator & Member Services were present. Members of the public present included Dr. Harwood, Anna Ferguson-Sparks, Phil Carpenter, Jim Flagg, Melissa Rogers, Amy Dixon, Brenda Ball, Alison Laslett, Kris Kazali, Scott Gold, and Debra Eagle.

Dr. Harwood and Brenda Ball provided public comment. Dr. Harwood shared an economic report. Brenda Ball gave an update on the Solvang Visitor's Center.

Karla made a motion to approve the September 12, 2019 minutes. Andrew seconded; all in favor except Sherrie and John who abstained due to their absence at the September meeting. The September 12, 2019 minutes were approved.

Treasurer John Richardson presented the July and August 2019 financials.

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

- Solvang Stomp update
- TasteSYV update
- VisitSYV Board Retreat update
- Tuesday, November 19th, 11am – 2pm, Los Alamos
- 2020 Destination Guide Update
- Committee met on 10/4
- Guide Launch scheduled for Wed, 12/11, 5 – 7pm at Solvang Festival Theater
- Activity Report for month of September

ACTION ITEM: Approval of COX Media broadcast buy for Discover the Santa Ynez Valley television series; the cost is \$5,200 for 13 episodes. Andrew made a motion to accept this as presented by Shelby; Karla seconded; all in favor. The COX Media broadcast buy was approved.

ACTION ITEM: Shelby presented the opportunity for VisitSYV to advertise in Visit Santa Barbara's 2020 Destination Guide; the cost is \$7,000 for a three-page full-color spread. Budi made a motion to accept this as presented; Andrew seconded; all in favor. The VisitSYV advertorial purchase was approved.

ACTION ITEM: Approval of IPW 2020 VisitSYV branded presence. Andrew made a motion to approve that VisitSYV pay up to \$23,000 for IPW 2020 Registration with \$18,000 to be reimbursed; John seconded; all in favor. VisitSYV will front the cost for the IPW 2020 Registration.

Danielle presented the Marketing Update, Review of September VisitSYV.com web trends, DVA PR and Marketing Efforts, and TasteSYV marketing campaign

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

- Linda gave an update on the City of Solvang, Julefest, and SCVB's outdated website

Board comments: Danielle shared her excitement for Taste of the Santa Ynez Valley. John disclosed that the Santa Ynez Inn has been very busy with wedding season bookings. Sherrie agreed, the Alisal Ranch has also been very busy with weddings, special events, and workshops. Andrew was looking forward to a strong fall, renovations on the Hadsten House and Hotel Corque model rooms are almost complete, and marketing budget and planning for 2020 is underway. Budi has been busy preparing for TasteSYV and Outstanding in the Field. The Ballard Inn has been busy on the weekends, weekdays are still slow. Karla agreed, weekday business is looking grim; renovations on the Santa Ynez Valley Marriott guestrooms will start November 1; The Molly Ringwald Project will be playing at the SYV Marriott on New Year's Eve. Shelby recognized Danielle and Marisa for their hard work on Taste of the Santa Ynez Valley, thanked the board for their support, and thanked Andrew for hosting the board meeting. Linda closed by thanking the staff for their hard work, the board for their participation, and the audience for taking the time to attend the board meetings.

The meeting adjourned at 10:07 a.m. to the meeting of November 14, 2019, 9:00 a.m., The Chumash Casino.

Prepared by Marisa Yott,
Member Services & Digital Coordinator

Approved by Sherrie FitzGerald,
Secretary