

Minutes of the Board of Directors of Visit the Santa Ynez Valley November 14, 2019

Visit the Santa Ynez Valley held a board meeting on November 14, 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, Jonathan Rosenson, Karla Azahar, Budi Kazali, Will Henry, and Louise Smith. Shelby Sim, CEO, and Danielle Laudon Ruse, Vice President of Marketing, were present. Members of the public present included Dr. Harwood, Phil Carpenter, Alison Sydney, Anna Ferguson-Sparks, Mary Nash, Amy Dixon, Kady Fleckenstein, Pati Wilkinson, Kimberly Walker, Jim Flagg, Brenda Ball, Jamie Baker and Chris Djernaes.

Phil Carpenter, Dr. Harwood, and Kady Fleckenstein provided public comment. Phil Carpenter provided an update on the Santa Barbara Vintners Association's BID process and thanked VisitSYV for the \$15k in-kind marketing survey asset the organization provided, which helped them secure a large marketing grant. Dr. Harwood gave an economic update. Kady Fleckenstein provided an update on behalf of the City of Solvang regarding tourism and marketing efforts.

Andrew made a motion to approve the October 10, 2019 minutes as presented; John seconded. All in favor except Louise Smith, who abstained. The October 10, 2019 minutes were approved.

The board review a grant request from the Los Olivos Chamber & Business Organization for the annual Los Olivos Olde Fashioned Christmas, set for December 7, 2019. The requested amount was \$3,500, and the recommended amount was \$3,250. Mary Nash was available for board questions and thanked the board for its many years of support. After discussion regarding a full weekend of holiday events, Sherrie motioned to approve the \$3,250; Karla seconded, all in favor. The \$3,250 grant was approved.

John Richardson presented the current financials.

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

- Discover SYV television series update
- Solvang Stomp review
- Staff update
- Santa Ynez Chamber requested and received \$500 for Halloween Celebration and \$500 for Tree Lighting
- Visit California Outlook Forum, February 9 – 12, 2020
- Denver Travel & Adventure Show, February 21 – 24, 2020
- Dallas Travel & Adventure Show, March 27 – 30, 2020
- Attending National Conferences: Destinations International & ESTO (replacing DMA West Conferences)
- Budget Committee Formation (Linda Johansen, Andrew Economon, Jonathan Rosenson)
- Retreat Agenda, Tuesday, November 19 at PICO, 11am – 2pm
- TasteSYV report

- TasteSYV 2020 Dates
- Activity Report for month of October

Shelby presented an action item regarding the event, Sip and Savor Pasadena. VisitSYV has been offered a \$5,000 buy-in for the event, which includes a 10x20 fully furnished booth space in which we can pour SYV wine to a target audience with 20,000 expected attendees. Andrew made a motion to approve, Will seconded. All in favor. VisitSYV will have a booth and pour with partner tasting rooms and wineries at the Sip and Savor Pasadena event, December 28-30, 2019.

Danielle presented the monthly report on VisitSYV.com web trends, DVA PR and Marketing Efforts.

During Old Business and New Business, Linda announced she would be sending an email vote to the board about end of year staff performance and bonuses.

Board Comments:

Danielle thanked the board for their significant contributions and support. Will said hats off to all for pulling off TasteSYV and shared it was a great month in Los Alamos; he's amazed at what that town is becoming and also highlighted the burgeoning Los Alamos Theatre Group which Shelby is a part of. Budi shared that October was a good month and TasteSYV was an amazing success for its first year; he's preparing for Thanksgiving at the restaurant. Louise thanked the staff for the amazing information shared at today's meeting. Sherrie noted that Alisal had a busy month; she's so pleased with how TasteSYV turned out; they had an incredibly successful BBQ Bootcamp at the ranch, which kicked off on the last day of TasteSYV; Alisal also held the Nathan Turner workshop and a record breaking October as far as occupancy. Karla shared that October came together really nicely, and noted how TasteSYV turned out amazing; she shared information on the Marriott's annual Thanksgiving buffet; Karla also shared an incredible story about her recent travels in Oahu, where a local struck up a conversation with her in which she asked Karla if she lived and worked anywhere near the Santa Ynez Valley; Karla was so surprised and thrilled to hear the brand recognition and congratulated the staff on all the wonderful press they bring. Andrew shared that it's been a busy fall, is still going strong, and Thanksgiving requests started coming in almost a month ago; Fig Fondo was a strong event and he's heard nothing but positive reviews coming from it. Jonathan shared that it's nice to see everyone here with so many different talents that converge to make this place so great; he noted everyone's hard work really does pay off, and he appreciates everyone and their efforts. John shared that October was great, and November is going to be even better; they'll have their best food and bev month this November; he has a very full weekend sold out now through Sunday with a food event every single night, all coming from the LA market; Fig Fondo was outstanding; Thanksgiving sold out lodging-wise; December also looks very strong. Shelby thanked the board for their support and trust, sharing that he and Danielle are an amazing team and work so well together; Shelby announced that Kimberly Walker from Skyview will be joining the board as John Richardson departs; Shelby expressed sincere appreciation for all John's time and noted how sorry we are to

not be able to continue on with his talents. He noted that as John leaves the board and the Treasurer position, Jonathan Rosenson has accepted the position as Treasurer and will take over the role effective immediately. Linda expressed gratitude for the camaraderie and partnerships we have with one another and the community's support; Linda loves having Dr. Harwood's reporting and loved both Phil Carpenter and Kady Fleckenstein's reporting today. Linda thanked John, noting that our loss is someone else's gain; Linda also thanked Jonathan for stepping up and taking on the Treasurer duties; she is very impressed with our staff; she shared that to sit here and watch the TasteSYV recap video brought tears to her eyes, as we do things that affect the economy of this community and she can't thank Danielle and Shelby enough for their drive and expertise. Linda looks forward to putting heads together at the board retreat coming up.

The meeting adjourned at 10:24 a.m. to the meeting of December 12, 2019, 9:00 a.m., Chumash Casino, Santa Ynez.

Prepared by Danielle Laudon Ruse,
Vice President of Marketing

Approved by Sherrie FitzGerald,
Secretary