

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

Visit the Santa Ynez Valley held a board meeting on December 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, Andrew Economon, Vice Chairman, Sherrie FitzGerald, Secretary, Jonathan Rosenson, Treasurer, Karla Azahar, Budi Kazali, and Louise Smith. Board member Will Henry was absent. Shelby Sim, CEO, and Danielle Laudon Ruse, Vice President of Marketing, were present. Members of the public present included Dr. Harwood, Phil Carpenter, Alison Laslett, Alison Sydney, Anna Ferguson-Sparks, Amy Dixon, Kady Fleckenstein, Kimberly Walker, Jim Flagg, Brenda Ball, John Kelliher, Kirk Nordgren, Kris Kazali, Debra Eagle, Chip Wullbrandt, Scott Gold, Scott Shuemake and Jacob Dornan.

Dr. Harwood, Brenda Ball, Kirk Nordgren, Alison Laslett, Kady Fleckenstein provided public comment. Dr. Harwood provided an economic report; Brenda Ball shared a November report for the Solvang Visitors Center; Kirk Nordgren shared a recap of the Fig Fondo event held in Solvang. Alison Laslett provided an update on behalf of Santa Barbara Vintners regarding their marketing grant and proposed wine BID; they plan to run the BID petition process through March 15th. Kady Fleckenstein provided an update on behalf of the City of Solvang regarding tourism and marketing efforts.

Andrew made a motion to ratify Kimberly Walker of Skyview Los Alamos as a board member representing an Unincorporated Hotelier. Louise seconded, all in favor. Kimberly joined the board as an active member.

Karla motioned to approve the November 14, 2019 minutes as presented; Andrew seconded. All in favor. The November 14, 2019 minutes were approved.

Jonathan Rosenson presented the current financials.

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

- Discover SYV television series update (Filming Dec. 10, 13, 16, 17)
- Retreat Recap
- 2020 Guide Launch Recap
- Sip & Savor Update (Dec. 28, 29, 30)
- Activity Report for month of November

Shelby presented a sponsorship action item for Solvang Julefest. The City of Solvang has requested a \$5,000 sponsorship to support the new drone light show. Julefest's event producer, IDK, shared their goals this year were to maintain the traditional events while also using the drone show to pull in new, outside visitors. Andrew asked if media interviews could mention Visit the Santa Ynez Valley and valley-specific verbiage. To date, the drone show has sold almost 600 general admission tickets. Jonathan made a motion to approve the \$5,000 sponsorship, Sherrie seconded. The sponsorship was approved at \$5,000.

Shelby presented the proposed 2020 budget. Andrew motioned to approve the budget; Jonathan seconded, all in favor. The 2020 budget was approved. With the budget approved, Shelby dissolved both the 2019 publication committee and the 2020 budget committee.

Shelby and Danielle presented Crowdriff, a user-generated content (UGC) software as a service (SaaS) subscription, as an action item to the board. Two different Crowdriff packages negotiated by staff were presented. The staff recommended the \$10,000/annual package for a 2 year contract, which includes asset management, intelligent social content curation, hashtag rights management, advance rights management, Calls-to-Action website integration, photo image recognition, quality filtering + smart curation, Google Analytics Integration, Gallery Insights, and more. Sherrie made a motion to approve; Andrew seconded. The board approved a 2 year Crowdriff contract.

Danielle presented the monthly report on VisitSYV.com web trends, DVA PR and marketing efforts, and included updates on the status of 2020 SYV Restaurant Weeks.

During Old Business and New Business, Linda shared that the executive committee reviewed the yearly bonus and salary structure for staff, came up with a proposal, and distributed it to the board. The board provided a resounding yes to the proposal. Linda thanked the committee for working together on the proposal and thanked the entire board for supporting their recommendation for staff.

Board Comments:

Shelby thanked Danielle for being an incredible partner; he thanked the board for the support and belief, and he especially thanked Linda for her championing of the staff. Louise is ramping up for a pop-up on Friday; she's so impressed with the work that's being done, and shared gratitude to the staff; Jonathan wished everyone a happy holiday; he offered for folks to come enjoy the restaurant if they don't want to cook for the upcoming holiday; he's looking forward to another great new year; Karla shared the holiday celebrations happening at Marriott; they have a grinch visit happening on 2 different dates; their Molly Ringwald New Year's Eve show has already sold out. Budi shared gratitude and thanks for the board and staff for all they do; Budi says they'll be closing Christmas Eve and Christmas Day. Andrew shared that November and Thanksgiving were strong; he reiterated thanks to the staff; Sherrie finished November strong and wanted to let everyone know they have industry pricing available, posted on the VisitSYV Members Only Facebook page; the Santa Barbara Culinary experience website is up and Alisal is the designated afterparty, March 15-17th; Sherrie is happy to be moving into 2020 and noted what a pleasure it is to serve on this board. Kimberly wished everyone a happy holiday; she looks forward to working with all in the new decade. Shelby cut in to remind the board that the Spartan race is happening and will take place this weekend. Linda thanked the board for their creativity, and Danielle and Shelby for what they bring to the table; Linda shared it's an honor to serve on this board; she thanked everyone who attends the meeting and provides their critical input and contributions; Linda presented Andrew with a Christmas gift and gave him a ruler, as he is always

seeking the measurables! Linda thanked everyone once more and cannot wait to see what we achieve collectively in the new year.

The meeting adjourned at 10:19 a.m. to the meeting of February 13, 2020, 9:00 a.m., Chumash Casino, Santa Ynez.

Prepared by Danielle Laudon Ruse,
Vice President of Marketing

Approved by Sherrie FitzGerald,
Secretary