

Minutes of the Board of Directors of Visit the Santa Ynez Valley March 12, 2020

Visit the Santa Ynez Valley held a board meeting on March 12, 2020 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, Sherrie FitzGerald, Vice Chairman, Budi Kazali, Will Henry, Kimberly Walker, and Stormie Strickland. Board members Jonathan Rosenson, Karla Azahar, and Louise Smith were absent. Shelby Sim, President & CEO, and Danielle Laudon Ruse, Vice President of Marketing, were present. Members of the public present included Dr. Harwood, Richard Barca, Tracy Beard, Kelly Fiore, Kris Kazali, Dean Palius, Kristina Stewart, Mary Ann Norbom, Jim Flagg, Chris Djernaes, Phil Carpenter, Chip Wullbrandt, and Brenda Ball.

Dr. Harwood, Tracy Beard, and Brenda Ball provided public comment. Dr. Harwood provided an economic report. Tracy Beard provided an update on behalf of the Solvang Chamber of Commerce and provided information on small business loans. Brenda Ball provided tourism and visitor updates on behalf of the Solvang Visitors Center.

Sherrie motioned to approve the February 13, 2020 minutes as presented; Will seconded. All in favor. The February 13, 2020 minutes were approved.

Grants:

- The board reviewed a grant request from Solvang Festival Theater for their Spring Benefit Concert, The Robert Cray Band, set for April 18, 2020. The requested amount was \$3,500; the recommended amount was \$2,750. Mary Ann Norbom spoke on behalf of the event. Budi motioned to increase the grant amount to \$3,000; Will seconded. All in favor. A \$3,000 grant was approved.
- The board reviewed a grant request from Garagiste Events for Garagiste Festival, set for April 17-19, 2020. The requested amount was \$4,000; the recommended amount was \$3,000. Shelby shared an overview on the history of the event. Kimberly motioned to approve the \$3,000; Will seconded. All in favor. A \$3,000 grant was approved.
- The board reviewed a grant request from Santa Ynez Valley Rotary for the 4th of July Fireworks Celebration, July 4, 2020. The requested amount was \$4,000; the recommended amount was \$3,250. Richard Barca presented on behalf of the rotary. Linda made a motion to provide the full \$4,000 request, Sherrie seconded, all in favor. A \$4,000 grant was approved.
- The board reviewed a grant request from People Helping People for the Santa Ynez Valley Polo Classic, set for July 11, 2020. The requested amount was \$4,000; the recommend amount was \$2,750. Dean Palius spoke on behalf of the event. Linda motioned to increase the grant amount to \$3,000; Stormie seconded. All in favor. A \$3,000 grant was approved.

Shelby Sim presented the current financials.

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

- Discover SYV television series update
- Marketing Retreat scheduled for April 13th
- The Bachelorette opportunity
- IPW updates
- Madden Media & DVA ancillary marketing campaigns
- COVID-19 update
- Spring Networking Reception dates & location
- Denver Travel and Adventure Consumer recap, 2/21-24
- Dallas Travel and Adventure Consumer show coming up, 3/27-30
- Activity Report for month of February
- Annual meeting discussion

Danielle presented the monthly report on VisitSYV.com web trends, DVA PR and marketing efforts.

Board Comments:

Shelby thanked the board and attendees for being here. Budi shared Ballard Inn has lost some reservations due to COVID-19 but are doing okay; he encourages the staycation concept; Budi believes wine sales are going to go up at this time. Sherrie noted the Alisal has lost midweek corporate international groups; they are focusing messaging on the 805; most of their current guests are coming from LA and Orange County; company policy is no air travel whatsoever for many corporate groups. Stormie shared that she's been answering hypotheticals for future groups for Hotel Corque; Hadsten House has also lost some reservations. Kimberly shared Skyview has had 2 cancellations due to COVID-19, however millennials are traveling now more than ever; many are working remotely, large offices are closing, and writers are booking hotels and traveling while they work remote; in good news, Los Alamos was featured in LA Weekly as the cover story. Will shared that Pico reopened about 5 days ago with a warm reception from locals. Linda ended things on a positive note, sharing that while she hasn't seen anything like this in her 45 years in the travel business, we have good things to offer to the world, and need to send that message out; Linda believes Solvang and the Santa Ynez Valley will rebound like we always do, and will have all these wonderful things for our guests to experience in the future.

The meeting adjourned at 10:04 a.m. to the meeting of April 9, 2020, 9:00 a.m., Chumash Casino, Santa Ynez.

Prepared by Danielle Laudon Ruse,
Vice President of Marketing

Approved by Sherrie FitzGerald,
Vice Chairman