

## Minutes of the Board of Directors of Visit the Santa Ynez Valley May 14, 2020

Visit the Santa Ynez Valley held a board meeting on May 14, 2020 remotely via Zoom. Chairman Linda Johansen called the meeting to order at 9:00 a.m. Board members present included Linda Johansen, Chairman, Jonathan Rosenson, Treasurer, Budi Kazali, Will Henry, Louise Smith and Stormie Strickland. Board members Karla Azahar, Sherrie FitzGerald, and Kimberly Walker were absent. Shelby Sim, President & CEO, and Danielle Laudon Ruse, Vice President of Marketing, were present. Members of the public who RSVP'd included Dr. Harwood, Kris Beverly, Hagan Blount, Maria Centrella, Heather Daenitz, Kim Vawter, Katie Grassini, Channing Jones, Correna Moreno, Anna Ferguson Sparks, Anthony Pena, Nick James, Jim Flagg, Phil Carpenter, Alison Laslett and Debra Eagle.

Dr. Harwood provided public comment, sharing an economic report.

Will motioned to approve the March 12, 2020 minutes as presented; Stormie seconded. All in favor except Louise who abstained due to her absence at the March meeting. The March 12, 2020 minutes were approved.

Linda announced the board approved two action items since the March board meeting. Those two items were to postpone Taste of the Santa Ynez Valley until 2021, and to not hold an annual meeting gathering (due to current group gathering limitations).

Jonathan Rosenson presented the current financials.

Shelby Sim provided the staff report, which included updates on the following:

- Board Election update
- Discover SYV television series update – live on Amazon Prime
- At Home with Visit the Santa Ynez Valley video series
- Marketing Retreat recap
- 2019 Annual Report submitted – presented to Solvang City Council
- IPW updates
- COVID-19 and recovery update
- Dallas Travel and Adventure show, 8/15-16
- ESTO, Grand Rapids, Michigan, 8/22-25
- Activity Report for month of April

Linda presented the revised 2020 budget for approval. The revised budget accounts for the estimated reduction of TBID funds during shelter in home orders. Jonathan motioned to approve the revised budget, Louise seconded, all in favor. The revised 2020 budget was approved. Staff and executive committee members will reassess and present another revised budget later in 2020.

Linda presented proposals from two production companies, Lure and WineRam, for VisitSYV's "Place to Be" video campaign. After discussion, board members agreed that WineRam's proposal is an excellent fit for VisitSYV's current needs. Budi made a motion to approve the \$30,000 expenditure to work with WineRam on our "Place to Be" campaign; Jonathan seconded, all in favor. The WineRam proposal was approved. The project will include six 15-second vignettes, a 90 second longform video, and photography stills to enhance to campaign.

Linda presented an opportunity to donate \$3,000 to Ranch Church COVID-19 Food Relief, an effort headed by Maili Halme, which is securing and administering food donations to community members in the hospitality industry in need due to business closures. Will Henry affirmed this is a worthwhile cause, sharing that PICO is

among several Los Alamos restaurants making donations to those in need. Jonathan made a motion to approve the \$3,000 donation; Stormie seconded, all in favor. The donation was approved.

Danielle presented the monthly report on VisitSYV.com web trends, draft ad campaigns with DVA and Madden Media, and the plan for phased marketing efforts to be launched once leisure travel is approved.

Board Comments:

Stormie is hopeful Hadsten House and Hotel Corque will be reopen again in June. Budi shared they are planning to reopen The Gathering Table in the coming weeks and hope to reopen The Ballard Inn in June. Louise is taking everything day by day. Jonathan shared that Mirabelle Inn and First & Oak remain closed; he's hopeful they'll get to-go business going by June 1<sup>st</sup>, but it's a challenge for independent restaurants right now. Will shared PICO is open with takeout available; Los Alamos is supported significantly from the drive market which isn't able to come right now, however they've seen business pickup in recent weeks; Will is hopeful they'll be able to open for dine-in service again soon, and sees an opportunity for our drive market once leisure travel is welcome once more. Danielle shared a greeting from Sherrie, who wanted everyone to know she and the sales team at Alisal will return on Monday; Danielle expressed gratitude and what an honor it is to work with Shelby on the recovery efforts and the ad campaigns we are planning to launch when leisure travel is able to resume. Shelby echoed those sentiments, expressed gratitude to Danielle for the partnership, and thanked the board for caring so much and working with us to bring forth the recovery effort. Linda reported on the millions of dollars in PPP funds Montecito Bank & Trust has assisted in providing the community with, including 144 Santa Ynez Valley businesses; Linda has also done community outreach and is seeing Solvang and the surrounding area beginning to open up slowly; King Frederik is closed while Pea Soup Andersen's Inn has remained open. Linda concluded with thanks to Shelby and Danielle for all their hard work, commended the annual report, and thanked the board for their diligence to move forward safely; Linda has hope, and resolved we will get through this together. Shelby thanked the public for attending.

The meeting adjourned at 9:54 a.m. to the meeting of June 11, 2020, 9:00 a.m., to be held remotely via Zoom.

Prepared by Danielle Laudon Ruse,  
Vice President of Marketing

Approved by Linda Johansen,  
Chairman