

Minutes of the Board of Directors of Visit the Santa Ynez Valley June 11, 2020

Visit the Santa Ynez Valley held a board meeting on June 11, 2020 remotely via Zoom. Chairman Linda Johansen called the meeting to order at 9:00 a.m. Board members present included Linda Johansen, Chairman, Sherrie FitzGerald, Vice Chairman, Jonathan Rosenson, Treasurer, Karla Azahar, Secretary, Budi Kazali, Louise Smith Kimberly Walker and Stormie Strickland. Board member Will Henry was 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, Debra Eagle, Channing Jones, George Rose, Anthony Pena, Anna Ferguson Sparks, Phil Janney, Phil Carpenter, Matt Bernard, and Jim Flagg.

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

Louise motioned to approve the May 14, 2020 minutes as presented; Budi seconded. All in favor. The May 14, 2020 minutes were approved.

Jonathan Rosenson presented the current financials.

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

- Board Election results: Will Henry and Karla Azahar were re-elected for a 2-year term, beginning July.
- At Home with Visit the Santa Ynez Valley video series
- 2019 Annual Report – presented to Buellton City Council
- COVID-19 and recovery – Santa Barbara County has been approved for leisure travel
- PPE for hotels through partnership with CH&LA
- WineRam Video Production
- Protect and Respect campaign
- Solvang TBID collection
- Online Transaction Provider switched to Stripe
- 2020 Budget 3.0
- 2021 Publication
- Dallas Travel & Adventure Show, August 8-9, 2020
- Activity Report for month of May

Shelby Sim presented the Civitas Santa Ynez Valley Tourism Business Improvement District (SYVTBID) renewal proposal for approval. The \$30,000 proposal reflects the same fees as our last renewal and allows Civitas to manage and execute the TBID renewal, which would allow VisitSYV to operate for 6 years before the next renewal process. Jonathan moved to approve the proposal, Sherrie seconded, all in favor. Shelby will begin the SYVTBID renewal process with Civitas.

Danielle presented the monthly report on VisitSYV.com web trends, ad campaigns with DVA and Madden Media, and the plan for phased marketing efforts.

During Old Business and New Business, Shelby shared with the board an opportunity to communicate with the Santa Barbara County Board of Supervisors regarding odors resulting from cannabis cultivation neighboring Santa Ynez Valley area hotels and vineyards. The VisitSYV board agreed Shelby may send an email to the Board of Supervisors requesting odor abatement plans to ensure good neighbor practices.

Linda shared there is a public meeting on June 27th in Solvang for the proposed development project at the Veteran's Memorial Hall. Reservations are required.

Board Comments:

Louise thanked Shelby and Danielle for the current marketing and safety-focused messaging efforts they are executing; Louise will continue to run her pop-ups on Friday and Saturday nights which have been a success. Sherrie provided an update on behalf of Alisal; they will re-open next Thursday and are bringing staff back, implementing COVID-19 related training; group business has shifted to 2021. Sherrie encouraged safety and exercising caution, including the use of masks. Karla shared an update on behalf of SYV Marriott; the hotel has remained open; many groups have pushed back to 2021; they are now booking guests who are interested in learning what tasting rooms and vineyards are currently open. Jonathan shared words of encouragement; he's happy to be open and has been able to reemploy his kitchen as they've been providing food for wineries; Jonathan does believe business will begin to pick up quickly and also wants to encourage everyone to be vigilant and safe; he appreciates everyone sharing their pain points, successes and failures as we can all learn from each other during this time. Budi shared that Ballard Inn will reopen on Friday, slowly and responsibly; the restaurant has been open for about two weeks and they are happy to be back. Danielle thanked the board for the updates and was thrilled to hear so many have been able to bring back their teams to reopen safely; she and Shelby are carefully working to responsibly assist in welcoming visitors back to the valley. Shelby thanked the board for their tremendous work and support and looks forward to the opportunity to help bring leisure visitors back to the hotels. Kimberly shared an update on behalf of Skyview, noting that there is significant interest from visitors to return to Los Alamos; the majority of the guests making reservations now are coming from LA, and she feels encourage about summer visitation. Linda thanked Shelby and Danielle for their work and output during these challenging times; Linda is proud of the community effort put forth towards safety and protocols, and urged everyone to remain consistent on this path for continued success; the Danish Days foundation is still pending a final decision on this year's event; the official 4th of July fireworks celebration has been cancelled and the city and rotary are in talks about whether a parade will take place. In closing, Linda encouraged communication to continue so that we can all assist each other in recovery.

The meeting adjourned at 10:09 a.m..

With the adjournment of the regularly scheduled monthly board meeting, Shelby and Linda officially opened the Annual Meeting at 10:10am. Shelby noted that although we regret to not be holding our typical, in-person Annual Meeting, it is with everyone's safety in mind, and current social distancing orders, that we are holding this recorded virtual meeting in its place. Directly after this meeting, Danielle will distribute a PDF copy of the Annual Report in place of the annual presentation. Shelby officially announced the 2020-2021 board slate, which includes Linda Johansen, Sherrie FitzGerald, Karla Azahar, Jonathan Rosenson, Budi Kazali, Kimberly Walker, Stormie Strickland, Louise Smith and Will Henry. At our next regularly scheduled board meeting in July, the board will nominate and vote for the board officer positions for the 2020-2021 term.

Linda complemented the Annual Report to be presented to membership shortly, which details the achievements of 2019. Linda thanked the board and staff for their constant professionalism, which she sees reflected in this report.

The Annual Meeting adjourned at 10:15am to the meeting of July 9, 2020, 9:00 a.m., tentatively scheduled in person at a location TBD.

Prepared by Danielle Laudon Ruse,
Vice President of Marketing

Approved by Karla Azahar,
Secretary