

Minutes of the Board of Directors of Visit the Santa Ynez Valley July 9, 2020

Visit the Santa Ynez Valley held a board meeting on July 9, 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, Will Henry and Stormie Strickland. Shelby Sim, President & CEO, and Danielle Laudon Ruse, Vice President of Marketing, were present. Members of the public who RSVP'd included Dr. Harwood, Xenia Bradford, Dianne Pence, Debra Eagle, Channing Jones, Anna Ferguson Sparks, Phil Carpenter, Jim Flagg and Brittany Taylor.

The July 2020 – June 2021 Term Board Officers were elected as follows:

- Chairman: Budi made a motion to nominate and ratify Linda Johansen as Chairman; Karla seconded. All in favor. Linda Johansen is now VisitSYV Chairman for the July 2020 – June 2021 term.
- Vice Chairman: Linda made a motion to nominate and ratify Sherrie FitzGerald as Vice Chairman; Stormie seconded. All in favor. Sherrie FitzGerald is now VisitSYV Vice Chairman for the July 2020 – June 2021 term.
- Treasurer: Sherrie made a motion to nominate and ratify Jonathan Rosenson as Treasurer; Louise seconded. All in favor. Jonathan Rosenson is now VisitSYV Treasurer for the July 2020 – June 2021 term.
- Secretary: Jonathan made a motion to nominate and ratify Karla Azahar as Secretary; Budi seconded. All in favor. Karla Azahar is now VisitSYV Secretary for the July 2020 – June 2021 term.

Linda made a motion to absolve all current VisitSYV committees which served a 2019-2020 term; Karla seconded. The following new committees were formed for the 2020-2021 term:

- Marketing Committee: Karla Azahar, Kimberly Walker, Stormie Strickland, Louise Smith
- Publication Committee: Sherrie FitzGerald, Linda Johansen, Will Henry, Jonathan Rosenson

Sherrie motioned to approve the June 11, 2020 minutes as presented; Will seconded. All in favor. The June 11, 2020 minutes were approved.

Jonathan Rosenson presented the current financials.

Dr. Harwood entered the meeting and provided public comment, sharing an economic report.

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

- At Home with Visit the Santa Ynez Valley video series
- Place to Be digital campaign launched
- Marketing Committee update
- COVID-19 and recovery
- PPE for hotels through partnership with CH&LA
- WineRam video production
- Solvang TBID collection
- 2020 Budget 3.0
- Visitors Center: We are in the exploratory phase of taking on the management of the Visitor Center in Solvang, which would be funded by the City of Solvang. Shelby is currently drafting the job description and scope of work and has a candidate in mind. Linda, Sherrie, and Jonathan have volunteered to serve on a panel that will also meet with this candidate.
- Resumed distribution of 2020 guide
- Dallas Travel & Adventure Show, postponed to March 2021
- Activity Report for month of June

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

Board Comments:

Shelby shared appreciation for the board for their support, and for Danielle for her hard work, noting she has been diligent in safety messaging for both visitors and residents. Stormie shared the Casino property, Hadsten House, and Hotel Corque have all re-opened; the governor's mandate which shifted our county to outdoor-dining caused cancellations; she provided an overview of the safety procedures they have in place for each property. Danielle thanked the board for everything they have been doing to promote safety, and commended Karla and the Marriott for the promotional video recently shared on social media; she thanked Shelby for the teamwork as they've navigated uncharted territory during the pandemic; Sherrie gave a "hats off" to Danielle on the website updates and upkeep on the "Traveling Safely" page on VisitSYV.com; Alisal has implemented safety changes at the ranch and revised their activity offerings; they're sitting strong for July and the first two weeks of August are looking good as well. Louise commended Shelby and Danielle for their efforts; she continues to do weekend pop-ups and has also been assisting the Mosby team, helping the family transition the business. Will Henry gave a "hats off" to the marketing team and is impressed and excited about the #SYV Personality campaign; Pico has added seating to their garden but kept their level of service and menu offerings the same. Karla provided an update on Marriott; they gained momentum in June with improved occupancy, but July's new orders did create cancellations; they are adapting to the current times and do not have any group business bookings for the immediate future; Karla is enthusiastic about the prospect of the Visitor Center, as she's been managing calls that would be well suited for it. Jonathan shared they've also been educating guests nonstop with what's open and available; weekends have been strong; Jonathan has been trying different restaurants and experiencing our food scene's offerings firsthand; First & Oak reopened 3 weeks ago; they've doubled the size of their patio and are ensuring the guests feel safe; Jonathan is seeing an increase in visitation from Northern California and the Bay Area. Kimberly provided an update for Skyview; they had a good June and are pacing well for July; they've focused on creating a new environment more suited to the current times, with breakfast delivered directly to rooms and providing outdoor dining options; they are also receiving a significant number of questions from guests and she sees the Visitor Center as an excellent opportunity to answer the demand of visitor questions. Budi shared that Gathering Table has moved furniture outdoors for increased outdoor dining space; he expressed concern about safety and the delicate balance of welcoming in visitors from cities with higher COVID numbers. Linda thanked the board for their vote of confidence for her to be Chairman again; this is her passion, she loves the organization and what it does for the community; Linda thanked Sherrie, Karla and Jonathan for stepping up once more for their officer positions as well, and recognized board members for also stepping up to serve on committees; Linda gave a shoutout to all the businesses in the Santa Ynez Valley adapting to these extraordinary times; Linda has also been using this time to refamiliarize herself with our restaurant and winery offerings; she commended Will on Pico's patio and service, Budi on Gathering Table's to-go offerings, and Sherrie on Alisal's rodeo; Pea Soup and King Frederik have been doing well on the weekends; Linda sees strength in our drive markets and wants to ensure we're ready to safely welcome them.

The meeting adjourned at 10:20 am to the meeting of August 20, 2020, 9:00 a.m., tentatively scheduled remotely via Zoom.

Prepared by Danielle Laudon Ruse,
Vice President of Marketing

Approved by Karla Azahar,
Secretary