

## Minutes of the Board of Directors of Visit the Santa Ynez Valley December 10, 2020

Visit the Santa Ynez Valley held a board meeting on December 10, 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 Kimberly Walker. Board members absent included Karla Azahar, Secretary, Sherrie FitzGerald, Vice Chairman 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, Scott Shuemake, Kim Vawter, Stacey Otte-Demangate, Xenia Bradford, Brittany Taylor, Debra Eagle, Anna Ferguson Sparks, Jim Flagg, Linda Small, Correna Moreno, Tracy Beard, Brenda Ball, and Linda Small.

Dr. Harwood, Scott Schuemake, Tracy Beard, and Linda Small provided public comment. Dr. Harwood shared an economic report; Scott Schuemake provided an update on behalf of IDK and the Julefest promotion. Tracy Beard provided an update on behalf of the Solvang Chamber and thanked VisitSYV for their recent wine donation for their "Poker Fun Run". Linda Small provided an update on behalf of the Santa Ynez Chamber and thanked VisitSYV for sponsoring their painted horses "placemaking" promotion.

Kimberly motioned to approve the November 12, 2020 minutes as presented; Jonathan seconded. All in favor. The November 12, 2020 minutes were approved.

Jonathan Rosenson presented the current financials.

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

- Decorated the Windmill and Tower at Alisal Road – VisitSYV contracted the decoration and lighting of the windmill for the first time ever.
- TBID Renewal Update – Our public hearing meeting (part of the TBID renewal process) is set for December 14<sup>th</sup>.
- Publication Guide Update – The guide will launch in January 2021.
- Marketing Committee Update – The Marketing Committee met via Zoom to strategize 2021 plans.
- Buellton Billboard Opportunity – VisitSYV is exploring an opportunity to co-op with other area DMOs to update the billboard featuring Pea Soup Andersen's on 101 just north of Buellton.
- KEYT KKFX NEYT airtime purchase between Thanksgiving and Christmas – VisitSYV is airing all 6 of our 15 second "Place to Be" commercials in daily rotation from Thanksgiving to Christmas.
- Restaurant Weeks 2021 – We have updated the structure for the 2021 promotion to a takeout only edition featuring Meals for One, Meals for Two and Family Packs.
- COVID Update – ad campaigns are paused and our website reflects up-to-date information on the regional stay at home order.
- Taste of the Santa Ynez Valley 2021 – We will revisit in February or March to discuss the viability of TasteSYV in the Fall of 2021.
- Membership dues in 2021 – After waiving membership dues for 2020 due to the pandemic, we will also push all 2021 membership dues to November 2021.
- Buellton Drive-In Movie Night donation – VisitSYV sponsored the Buellton Drive-In Movie night.
- Activity Report for month of November

Steven Franck provided an informational presentation on the California Space Academy (CalSpace) Project by Pale Blue Dot Ventures.

Linda Johansen addressed the needs of our local community for additional COVID-19 food relief. With many families out of work due to the pandemic, several community organizations continue to support residents

through weekly food donations. Linda recommended a \$3,000 donation to be paid to the Solvang Lutheran Church to support their food program. We previously made a \$3,000 donation at the beginning of the pandemic for food relief; this would be the second food-relief related donation but the first to this organization. Jonathan made a motion to approve the donation, Budi seconded, all in favor. The \$3,000 donation was approved for the Solvang Lutheran Church.

Shelby presented the proposed 2021 DVA marketing budget, recommended by staff and the marketing committee, totaling \$235,500. This reflects a \$35,500 increase from the 2020 budget, with the increase going directly towards a larger digital spend in preparation of COVID-19 recovery. Kimberly made a motion to approve the \$235,500 DVA marketing budget, Linda seconded, all in favor. The DVA Marketing Budget for 2021 was approved.

Shelby presented the proposed 2021 annual budget, prepared by staff and the budget committee, which consists of Jonathan, Linda, and Will. Budi made a motion to approve the 2021 budget, Jonathan seconded, all in favor. The 2021 budget was approved.

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

In Old Business, Shelby reminded the board that we have agreed to donate \$1,000 to the Solvang Chamber for their Awards Banquet which is set to be held virtually. We have not heard directly from them to collect this donation but are prepared to move forward with it.

#### Board Comments:

Kimberly shared that Skyview is still open and Hotel Ynez is now slated to open after Christmas. Budi shared The Ballard Inn will close for the next three weeks and see what happens after that; The Gathering Table will remain open for to-go meals. Jonathan shared Mirabelle will remain open for the time being and First & Oak will launch a to-go menu starting tomorrow; Jonathan wished everyone a happy holiday. Will shared that Pico will close for three weeks, the general store will remain open for retail sales; in an effort to keep their staff financially healthy during the holidays they will keep paying them their normal wages. Shelby thanked Danielle for doing an amazing job, saying he feels privileged to work with her; he stated it is also because of the board we get to proudly promote the 6 communities and share the Santa Ynez Valley with the world. He is proud of what we have achieved in 2020 and look forward to sharing the region in 2021. Danielle expressed gratitude for Shelby's partnership and leadership, and all the board's expertise and time volunteered; Danielle will be reaching out to restaurants to find out who will have takeout available for Christmas Eve and Christmas Day; a list will be available on VisitSYV.com. Linda completed the meeting wishing everyone happy holidays and recognized this is the first day of Hannukah. Linda commended the dedication, flexibility, resiliency, and relevancy of this organization, and thanked the board and staff for being the best team in place to lead this organization. Linda is confident 2021 will be a much better year for all and expressed sincere gratitude for the board and attending community members.

The meeting adjourned at 10:24 am to the meeting of January 14, 2020, 9:00 a.m.. Due to COVID safety precautions, the meeting is tentatively scheduled remotely via Zoom.

Prepared by Danielle Laudon Ruse,  
Vice President of Marketing

Approved by Linda Johansen,  
Chairman