

Minutes of the Board of Directors of Visit the Santa Ynez Valley July 8, 2021

Visit the Santa Ynez Valley held a board meeting on July 8, 2021 at the Chumash Casino. Chairman Linda Johansen called the meeting to order at 9:00 a.m. Board members present included Linda Johansen, Chairman, Jonathan Rosenson, Treasurer, Kathleen Cochran, Kimberly Walker, Louise Smith, Jim Flagg, and Stormie Strickland. Shelby Sim, President & CEO was present. Members of the public who RSVP'd included Brenda Ball, Debra Eagle, Anna Ferguson Sparks.

Public Comment:

- Brenda Ball gave an update on the Solvang Visitors Center
- Debra Eagle promoted Alma Rosa's Winery estate walk benefiting Mental Health

The July 2021 – June 2022 Term Board Officers were elected as follows:

- Chairman: Jonathan made a motion to nominate and ratify Linda Johansen as Chairman; Stormie seconded. All in favor. Linda Johansen is now VisitSYV Chairman for the July 2021 – June 2022 term.
- Vice Chairman: Linda made a motion to nominate and ratify Jonathan as Vice Chairman; Stormie seconded. All in favor. Johnathan Rosenson is now VisitSYV Vice Chairman for the July 2021 – June 2022 term.
- Treasurer: Jonathan made a motion to nominate and ratify Jim Flagg as Treasurer; Stormie seconded. All in favor. Jim Flagg is now VisitSYV Treasurer for the July 2021 – June 2022 term.
- Secretary: Linda made a motion to nominate and ratify Stormie Strickland as Secretary; Kimberly seconded. All in favor. Stormie Strickland is now VisitSYV Secretary for the July 2021 – June 2022 term.

Kathleen motioned to approve the June 10, 2021 minutes as presented; Louise seconded. All in favor. The June 10, 2021 minutes were approved.

Jonathan Rosenson presented the current financials.

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

- COVID-19 Update
 - Kathleen recommended that we implement an Unvaxed/Mask policy for board meetings
- Fall Reception/Annual Meeting Presentation, September 29th, 4-7pm at Alisal Guest Ranch
- Upcoming travel conferences & tradeshow
 - Destinations International, Baltimore, July 13-15
 - ESTO, Los Angeles, August 15-17, 5 award applications submitted
 - IPW, Las Vegas, September 18-22, additional partner added
 - Telluride Wine Festival, Telluride, September 23-26
- DiscoverSYV Update, filming begins July 19th
- North County Co-Op Update
- TasteSYV Update, kickoff meeting scheduled July 19th
- SYV Podcast & Video Series
- First Quarter Report Submitted, included in board packet
- Activity Report for month of June

Linda presented and requested a \$5,000 grant for Danish Days taking place in September. Jonathan made a motion to approve, Stormie seconded. The board voted unanimously to approve.

Board Comments:

Stormie – Hotel Corque and Hadsten House are doing very well. Hadsten is closing on September 1st for a complete remodel. Projected reopening is Spring 2022. Just got back from show in Dallas.

Louise – Busy busy busy

Kathleen – Busy, and sold out through Labor Day, every weekend sold out throughout the year. Weddings are booking into 2023. Concerned the current business success is a bubble. Very hard to plan.

Kimberly – Busy, with a lot of Los Angeles. Shared a recent conversation she had with a writer from Bloomberg, that said the Santa Ynez Valley has arrived as a luxury destination.

Jonathan – Agreed and expanded on the SYV hitting its stride with high end popularity. We have all the pieces in place to really succeed. We are Napa in the 60s & 70s.

Jim – Have been busy, but midweek is getting a little soft. Kathleen then asked if hoteliers share when they have rooms available. After a discussion, it was decided there should be a weekly occupancy report. Jonathan and Kathleen volunteered to create the form and report.

Shelby – Thanked Linda and the other board officers for serving. He praised Anna for her efforts to promote the SYV. And then thanked the rest of the board for serving. He also thanked the Chumash Casino for hosting and for the breakfast.

Linda – Thanked Brenda, Debra, and Anna for attending. Thanked the board for being awesome. She showed appreciation for Danielle and Shelby's leadership and know how. We made it through COVID bigger and better. Our wines are just as good, and less expensive, everyone should be coming here. She reported on the Solvang Development committee, and she was happy with the current Council, and that the committee was pro SYV. She shared her concern with congestion in Solvang and the need to spread people around. After a brief discussion about shuttles, it was decided SYV Transportation should be on our Fall retreat agenda. She thanked the Casino, for hosting and for the wonderful food.

Action items that came out of board meeting:

- Staff to implement Unvaxed/Mask policy for board meetings
- Jonathan & Kathleen will work together to come up with a form to send (weekly) to hoteliers regarding occupancy.
- SYV Transportation to be discussed at our fall retreat.

The meeting adjourned at 10:00 am to the meeting of August 12, 2021, 9:00 a.m., at the Chumash Casino

Prepared by Shelby Sim,

President/CEO

Approved by Stormie

Strickland,
Secretary