

Minutes of the Board of Directors of Visit the Santa Ynez Valley February 10, 2022

Visit the Santa Ynez Valley held a board meeting on February 10, 2022 via Zoom. Chairman Linda Johansen called the meeting to order at 9:00 a.m. Board members present included Chairman Linda Johansen, Vice Chairman Jonathan Rosenson, Treasurer Jim Flagg, Kathleen Cochran, Greer Shull, Dave Moser, and Will Henry. Board members Kimberly Walker and Stormie Strickland were absent. Shelby Sim, President & CEO, Danielle Laudon Ruse, Vice President of Marketing and Brenda Ball, Website and Membership Administrator, were present. Members of the public present included Dr. Kenneth Harwood, Debra Eagle, Anna Ferguson Sparks, Erica Flores, and Krystal Aponte.

Dr. Kenneth Harwood shared an economic update during public comment.

Linda made room introductions.

Kathleen motioned to approve the January 9, 2022 minutes as presented; Jonathan seconded; all in favor; the January 9, 2022 minutes were approved.

Jim presented the current financials.

The board reviewed the following grant requests:

- Buellton Visitors Bureau, Wine & Chili Fest, Sunday, March 20, 2022, requested amount: \$4,000, recommended amount: \$3,500
 - Kathy Vreeland presented to the board and reminded everyone this would include a glass sponsorship with VisitSYV's logo on the glassware. It also takes place on a Sunday with the intent of getting visitors to extend their stay to midweek.
 - Kathleen made a motion to approve the requested amount of \$4,000; Will seconded, all in favor. A \$4,000 grant was approved.
- Figueroa Mountain Brewing Co., Lagerville, Saturday, April 9, 2022, requested amount: \$2,500, recommended amount: \$1,500
 - Will made a motion to approve the recommended amount of \$1,500; Jonathan seconded; approved. A \$1,500 grant was approved.
- People Helping People (PHP), Polo Classic & Welcome Reception, Friday July 8, 2022 and Saturday, July 9, 2022, requested amount: \$4,000, recommended amount: \$3,000
 - Erica Flores presented on behalf of PHP. Kathleen made a motion to approve the requested amount of \$4,000; Will Henry seconded; all in favor. A \$4,000 grant was approved.

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

- COVID-19 Update
- DiscoverSYV filming underway
 - Episode 1 premiered Sunday, February 6th: <https://youtu.be/KVUR9-3M9Fw>
- 2022 Destination Guide
 - Launched January 20th
 - Direct Mailings January 31st
- Restaurant Weeks 2022 recap
- TasteSYV update
- Membership renewals update
- Midweek Promotion status
- STR Reports update
 - Select Comp Set Markets
 - The board recommended the following destinations for comp sets in STR reports: Monterey,

Palm Springs, Paso Robles, Sonoma, Temecula, and Carmel.

- Verdin Marketing update
- 2022 Marketing Committee
 - A new 2022 committee was formed and includes: Dave Moser, Will Henry, Kimberly Walker, Greer Shull
- State of the Industry Event, Orange County recap
- Visit California Outlook Forum
 - February 14 – 16th, San Francisco
- Activity Report for month of January

Shelby presented the opportunity for VisitSYV to sponsor the Santa Barbara International Film Festival (SBIFF) once again, this time at a lower level than the organization has done in the past. Linda made a motion to approve the \$10,000 sponsorship and activation; Dave seconded. All in favor. The \$10,000 SBIFF sponsorship was approved.

Danielle presented reports on VisitSYV.com web trends, the progress of our ad campaigns with DVA, a Visit Widget update, Restaurant Weeks update, and SEO with Madden Media for the month of January.

Board Comments:

Dave Moser shared an update from Sunstone Winery; they're expecting a large turnout for their annual EROS release weekend. Presidents' Day Weekend is also looking very good for visitation. Dave would like to report on wineries in general in the Santa Ynez Valley and the sentiment in general at area tasting rooms going forward, he plans to share this at the next board meeting. Shelby shared that's a fantastic idea and asked if we could make that an agenda item as a "wine report" going forward. Dave said he'd love to have the other winery members of the board be involved as well. Jim Flagg reported that January was a low occupancy month; February is looking better, and they've got good weekend traffic on the books. Jonathan shared the same sentiment as Jim but shared that Restaurant Weeks gave them a nice full two weeks. He loved the new setup and price points and shared it worked well for the restaurant. Weekends are looking strong going forward. Will Henry shared the same January sentiment. Will believes travel restrictions are such that we'll see an increase in visitation from the drive market. He's very hopeful we have a good Spring ahead of us. Will's wife and partner Kali has opened a new retail space down the street on Bell Street called Refuge; there will be a wine tasting event there over the weekend to benefit the Los Alamos Foundation. Kathleen shared Alisal's upcoming Beefsteak event, featuring Chef Neal Fraser; it is a Western Black-Tie event with live music. 20% of the proceeds will go to No Kid Hungry. She'd love to see board members attend. Danielle shared that she's looking forward to meeting with our Visit California partners in San Francisco; she's also scheduled to attend the DMA West Tech Summit in Tucson next month and plans to connect with some of our current vendors there. She shared that Brenda Ball has been doing an excellent job with SEO on our site. Brenda shared it's been a pleasure to dive in on the website, her goal is to get our website to match the excellent PR and social numbers we've been sharing. Shelby shared what a great asset Brenda has been to the team, we're very grateful. Shelby thanked Danielle for the excellent, thorough job she does. Shelby thanked the board for their service and support, and belief in the organization. Linda gave a shoutout to the Santa Barbara County Vintners for the Wine Region of the Year Award, congratulating them on the hard work and recognition. Linda thanked the board and the new marketing team for stepping up and volunteering their time and expertise. Linda is thrilled we're able to continue our grants program and supporting local organizations and events that draw in visitors. She encouraged everyone to attend the events coming up and witness them firsthand. Linda shared Pea Soup Andersen's and King Frederik have also been affected by the staffing opportunities that COVID has presented. Last, Linda expressed gratitude to the VisitSYV staff for all the work they do.

The meeting adjourned at 10:15 am to the meeting of March 10, 2022

Prepared by Danielle Laudon Ruse,
Vice President of Marketing

Approved by Linda Johansen,
Chairman