

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

Visit the Santa Ynez Valley held a board meeting on March 10, 2022 at Pico, 458 Bell St, Los Alamos, CA. President & CEO Shelby Sim called the meeting to order at 9:00 a.m. Board members present included Vice Chairman Jonathan Rosenson, Secretary Stormie Strickland, Kimberly Walker, Dave Moser, and Kathleen Cochran and Greer Shull via phone. Board members Linda Johansen, Jim Flagg, and Will Henry 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 Rick Segovia, Anna Ferguson Sparks, Matt Wright, Jody Williams, and Chris McIntosh.

Danielle shared an economic report that was submitted by Dr. Kenneth Harwood during public comment.

Shelby made room introductions.

Jonathan motioned to approve the February 10, 2022 minutes as presented; Dave seconded; all in favor; the February 10, 2022 minutes were approved.

Shelby presented the current financials.

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

- COVID-19 Update
- DiscoverSYV filming underway
- TasteSYV update
- Midweek Promotion status
 - The midweek promotion will be extended through April 28th.
- STR Reports update
- 2022 Annual Meeting
 - Normally held in June, the meeting will be moved to September.
- 2022 Board Retreat
 - Shelby will send proposed dates for both annual meeting and board retreat, both to take place in September.
- Visit California Outlook Forum recap
- DMA West Tech Summit
 - March 30 – April 1st, Tucson AZ
- City of Solvang Contract
 - Insurance policy updated
- Activity Report for month of February

Danielle presented reports on VisitSYV.com web trends, the progress of our ad campaigns with DVA, Verdin Marketing, Visit Widget, and SEO for the month of February. Jonathan asked questions about Google search, geo-conquesting and Wine Spectator. Danielle shared that we'll be kicking off a geo-conquesting campaign targeting visitors to competing wine regions later this month and will begin reporting on the new initiative in May.

In old business, Dave provided an update on his proposed monthly winery report. He wants to make it data driven with 3-4 questions that he can pool wineries to answer each month and share that insight at our meetings. It's in process now and he will let Shelby know when he should make it an agenda item. In the immediate, Dave shared that President's Day and Valentine's Day weekends were both huge, and the following weekend also saw great traffic. Anecdotally, Los Olivos has softened. Estate wineries are still seeing an uptick. Jonathan also shared Los Olivos has been quiet but steady.

Board Comments:

Kimberly shared that February and March so far have performed much better than January. Hotel Ynez is still in its first year and they're still figuring out that market, but Skyview is still doing extremely well. Kimberly's PR team says this year should be a strong year for travel. Kimberly is concerned about gas prices and how it may affect our drive market, but they haven't seen a drop from it at this time. Stormie shared that April, May and June is forecasting to be their best for group business. Stormie is concerned about airline flight prices and how they'll change due to fuel costs. The new restaurant replacing Root 246 is aiming for a May 1 opening date. Dave did not have anything additional to report after sharing during "old business." Jonathan noted it's nice to see things picking back up; they are trucking along at Mirabelle Inn and First & Oak. He is also optimistic that the reports of a strong travel year will pan out. Jonathan did share that San Francisco is hurting. Until conventions and corporate business come back, Jonathan does believe remote workers will continue to be a good target market. Danielle is excited for the year ahead and encouraged everyone to use our events calendar on VisitSYV.com as events begin to return. Brenda is happy to be working on the website in tandem with FirstStreet Creative and Madden Media; the speed the website loads has cut in half in the past month. She'd like to see the visitation numbers on our site grow exponentially as she continues to work on SEO. Shelby thanked everyone for being here, noting it is up to us to keep the momentum going. Shelby thanked Will for having us at Pico and is sorry he couldn't be here. Shelby thanked Danielle and Brenda for being excellent teammates. Kathleen shared Alisal is currently under construction, and they are aiming to have all their cottage renovations complete soon. Kathleen reminded everyone their Beefsteak dinner is coming up and if board members would like to attend, she can offer a discount. Greer shared she was sorry she could not be here in person, but was thrilled Fess Parker's new general manager, Rick Segovia, is here in the room and encouraged everyone to introduce themselves.

The meeting adjourned at 9:53 am to the meeting of April 14, 2022

Prepared by Danielle Laudon Ruse,
Vice President of Marketing

Approved by Stormie Strickland,
Secretary