

Minutes of the Board of Directors of Visit the Santa Ynez Valley April 14, 2022

Visit the Santa Ynez Valley held a board meeting on April 14, 2022 at Pico, 458 Bell St, Los Alamos, CA. Chairman Linda Johansen called the meeting to order at 9:00 a.m. Board members present included Chairman Linda Johansen, Vice Chairman Jonathan Rosenson, Secretary Stormie Strickland, Will Henry, Kimberly Walker, Dave Moser, Greer Shull, Jim Flagg and Kathleen Cochran via phone. Shelby Sim, President & CEO and Danielle Laudon Ruse, Vice President of Marketing were present. Members of the public present included Sam Cohen, Anna Ferguson Sparks, Dave Bemis, Philip Grant, Jody Williams, and Golzar Meamar.

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

Linda made room introductions.

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

Jim presented the current financials.

The board reviewed the following grant requests:

- Santa Ynez Chamber of Commerce, Old Santa Ynez Day, Saturday, June 25, 2022, requested amount: \$3,000, recommended amount: \$2,000
 - Sam Cohen presented on behalf of the Santa Ynez Chamber. The chamber moved the traditional event date to avoid falling on the same day as the Los Olivos Jazz & Olive Festival. There will also be a rodeo incorporated into the event on June 24th and June 25th.
 - Linda motioned to approve the requested amount of \$3,000 and Kimberly seconded. All in favor. A \$3,000 grant was approved.
- Los Olivos Rotary Foundation, Los Olivos Jazz & Olive Festival, Saturday, June 11, 2022, requested amount: \$2,000, recommended amount: \$2,750
 - Dave Bemis presented on behalf of Los Olivos Rotary Foundation.
 - Linda made a motion to approve the recommended amount of \$2,750 and Stormie seconded. All in favor. A \$2,750 grant was approved.
- Santa Ynez Valley Pride, Santa Ynez Valley Pride Parade & Festival, Saturday, June 25, 2022, requested amount: \$4,000, recommended amount: \$2,750
 - Golzar Meamar presented on behalf of Santa Ynez Valley Pride. SYV Pride will have several events including weekday events, the Saturday Parade, and Sunday drag brunch. They're considering holding Pride during an alternate week in 2023 to ensure they do not compete with pride events taking place in LA.
 - Kimberly motioned to approve the requested \$4,000 and Will seconded. All in favor. A \$4,000 grant was approved.

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

- DiscoverSYV filming underway
- TasteSYV update
- STR Reports update
- 2022 Board Retreat
 - The Inn at Mattei's Tavern, August 25th, 11:30am – 3pm
- 2021 Annual Report submitted
- Board Elections, May 2022
- Activity Report for month of March

The board reviewed the following action item: Sponsor South Coast State of the Cities Event (Carpinteria, Santa Barbara, Goleta), \$5,000. The sponsorship would be a promotional/brand awareness opportunity for Taste of the Santa Ynez Valley. Staff believes that promoting Taste of the Santa Ynez Valley to Santa Barbara County in addition to our drive markets will increase ticket sales. Linda made a motion to approve the \$5,000 sponsorship and Jim seconded. All in favor. The \$5,000 sponsorship was approved.

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 March.

In old business, Shelby provided an update on Zartico and shared a first look at the visitor data we're compiling in the platform. Staff is finalizing a director's brief which we will then be able to share monthly.

Board Comments:

Greer shared Fess Parker Wine Country Inn has been busy. The winery just completed a major renovation and she'd love to have people out to see it. Stormie shared March was one of the best months ever at Hotel Corque. They've had a lot of group business including production crews filming in the Santa Ynez Valley. Corque Crafthouse is scheduled to open the first week of May and starting in June it will serve full-service breakfast, lunch and dinner. Dave provided an update on his plans to include a winery report at each meeting; his reports will be on the wider wine region vs. only Sunstone. To begin, he has implemented a two-question survey to share with winery partners. He's working with Alison Laslett to get additional participation in the future. There was an overall increase in visitation for March. He hopes to have more data next month. Jonathan shared since Presidents Weekend, things have picked up dramatically for Mirabelle Inn, First & Oak and Coquelicot. They are remodeling the Coquelicot back garden and plan to remodel bathrooms at Mirabelle Inn. Kimberly shared both Skyview and Hotel Ynez are performing well. At the end of May, their pools will become 21+ to create a more adult environment. They purchased a Moke for complimentary service from the lower lot at Skyview to the restaurant and hotel, so locals can feel that they don't have to walk. Will shared it's been a very busy season in Los Alamos, and they had a new chef start at Pico last week. The chef is extremely talented and they've changed things up in the kitchen. The chef's experience at Blue Hill is something they are welcoming with open arms. Jim shared the first quarter was a shaky start at Hampton Inn, but when you look to the prior year it was extremely successful. March also did extremely well and will be up over last year. They expect it to be a big travel year, but gas is one concern. Kathleen shared it's great to hear everyone's updates and she had no news to share from Alisal; she was sorry to not be there in person. Danielle shared additional insights regarding the new geo-conquesting campaign we began with Sojern, which has seen a successful launch. Shelby thanked everyone for being here and shared today is his 21-year wedding anniversary. Linda thanked the public for attending today's meeting and for sharing their thoughts and ideas with us. She thanked SYV Pride, the Santa Ynez Chamber and Los Olivos Rotary for putting on these events and seeking our support. Linda thanked Shelby, Danielle, and Brenda for taking us to the next level and complimented the annual report. Linda thanked Dr. Harwood for still sending out his economic reports to be read at our meeting. Linda shared worldwide sentiments towards the return of travel from her recent trip to Italy. She wants to ensure our visitors have the best possible experience and has concerns about Copenhagen reopening to vehicle traffic.

The meeting adjourned at 10:15 am to the meeting of May 12, 2022

Prepared by Danielle Laudon Ruse,
Vice President of Marketing

Approved by Stormie Strickland,
Secretary