

Minutes of the Board of Directors of Visit the Santa Ynez Valley August 18, 2022

Visit the Santa Ynez Valley held a board meeting on August 18, 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, Treasurer Jim Flagg, Secretary Stormie Strickland, Will Henry and Dave Moser, with Kimberly Walker present via phone. Vice Chairman Jonathan Rosenson, Greer Shull, and Kathleen Cochran were absent. Shelby Sim, President & CEO, Danielle Laudon Ruse, Vice President of Marketing, and Brenda Ball, Website & Membership Administrator, were present. Members of the public present included Rick Ogg and Anna Ferguson Sparks.

Linda made room introductions.

Danielle provided an economic report submitted by Dr. Harwood during public comment.

Will motioned to approve the July 14, 2022 minutes as presented; Dave seconded; Jim abstained due to his absence at the prior meeting; without a quorum, the July 14, 2022 minutes will be slated for approval at the next meeting.

The board reviewed the following grant for consideration:

- Santa Barbara Vintners Association, Santa Barbara Vintners Festival, Saturday, October 8, 2022, requested amount: \$4,000, recommended amount: \$3,500
- Tim Snider called into the meeting to present on behalf of the Santa Barbara Vintners Association and answered questions for the board. Linda asked whether the association would consider moving the event away from a 3-day weekend in the future, and Tim shared he would be in favor of that move. Will made a motion to approve the \$3,500 recommended amount; Stormie seconded, all in favor. A \$3,500 grant was approved.

Jim Flagg presented the current financials.

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

- Destinations International Recap
- ESTO by U.S. Travel Recap
- Board retreat, August 25th, The Inn at Mattei's Tavern, 11:30am – 3:30pm
- Next board meeting via Zoom, 9/8
- Annual meeting, 9/8, Alisal Ranch, 5:00pm – 7:30pm
- R&D trip to Bend, OR with DVA staff, 9/12 – 9/15
- Zartico Update
- STR Update
- Activity Report for month of July

Danielle presented reports on VisitSYV.com website trends, updates, and SEO, the progress of our ad campaigns with DVA, Verdin Marketing, and Visit Widget for the month of July.

Board Comments:

Jim shared June and July were the best months ever at Hampton Inn & Suites; occupancy increased versus rate only and they're seeing midweek business. Stormie shared it's been busy for Chumash properties; Crafthouse at Corque is having their grand opening today at 4pm and they're doing dinner service only for now. Dave shared over the past three to four weeks tasting rooms are starting to see traffic equal to last year which is great news. Sunstone has a lot of great events going on including an opera performance on September 25th in the cave. Tickets are \$100 per person with world renowned performers. Will shared Lumen is getting into harvest season and it's looking to be a late year for Pinot Noir. At Pico, things have been great, and the new chef is doing a

fantastic job. They have a fun event they're planning during Los Alamos Old Days and will have a drag brunch on the patio. Brenda shared an SEO tip, suggesting everyone be sure their website says "https", ensuring they have a secure website, as Google does penalize you for not having a secure website. Shelby is happy to be alive and well after his bout with Covid. He's thrilled to see reports on occupancy being up and noted it's having a positive impact on our budget. He's excited about the retreat and annual meeting coming up. After attending ESTO and hearing a lot on this topic, Danielle posed a question, asking whether anyone is marketing to Gen Z yet. This generation does not operate the same way as Millennials, Boomers and Gen X, and will require different messaging and approach. Shelby welcomed Will to the Los Alamos Theater Group, noting he's a wonderful addition. Shelby added that Danielle's husband has composed 3 songs for the new play and is another welcome addition to the group. Linda thanked the attending public for being here and acknowledged staff and all their efforts. She thanked Danielle for attending ESTO. Linda is excited for the board retreat and looks forward to spending that time with the board. Linda thanked staff for the Q1 report, noting it was so informative and she hopes the city councils presented with it review it with care, it has great information about how we take care of the community. She provided a Danish Days update; the event takes place the third weekend of September. Some activities won't be possible due to covid, but they have a great event coordinator on board for the event. Danielle and Linda met with the Abbi Agency that was contracted by the city. Shelby had covid and was unable to meet with them, but staff will be available and a resource for them. Solvang has not hired their own tourism manager yet but that's still in the works. Pea Soup Andersen's Inn and King Frederik Inn were very busy in July. Linda closed by thanking everyone for their efforts and time with the organization.

The meeting adjourned at 9:53am to the meeting of September 8, 2022, which will be held via zoom.

Prepared by Danielle Laudon Ruse,
Vice President of Marketing

Approved by Stormie Strickland,
Secretary