

Minutes of the Board of Directors of Visit the Santa Ynez Valley October 13, 2022

Visit the Santa Ynez Valley held a board meeting on October 13, 2022 at PICO in Los Alamos. Vice Chairman Jonathan Rosenson called the meeting to order at 9:00 a.m. Board members present included Vice Chairman Jonathan Rosenson, Treasurer Jim Flagg, Secretary Stormie Strickland, Will Henry, Kathleen Cochran, Dave Moser and Greer Shull via phone. Chairman Linda Johansen and Kimberly Walker 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 Cheryl Shallenberger, Dave Elcon, Mary Andreasen, Chelsea Rushing, Stephen Villa, Anna Ferguson Sparks, and Phil Carpenter.

Jonathan made room introductions.

Phil Carpenter, Dave Elcon, and Chelsea Rushing spoke at public comment. Phil thanked Visit the Santa Ynez Valley for their grant in support of the Santa Barbara Vintners Festival which took place at Mission Santa Ines this past weekend. Dave Elcon shared an update on behalf of The Inn at Mattei's Tavern; they plan to open the Tavern ahead of the Inn. Chelsea Rushing asked questions about Taste of the Santa Ynez Valley promotion and Sunset's partnership, and Shelby shared that the promotional update is part of Danielle's marketing report on the agenda.

Will motioned to approve the September 8, 2022 minutes as presented; Kathleen seconded, all in favor. The September 8, 2022 minutes were approved.

The board reviewed the revised draft budget for Taste of the Santa Ynez Valley presented by Jonathan Rosenson and Shelby Sim. The new TasteSYV budget reflects updated estimated costs of street closures, insurance, supplies, vendors, and venues. Jonathan noted the additional benefits the organization will reap from the event, including PR coverage, the Sunset partnership and new video and photo assets. After discussion, Kathleen motioned to approve, Jim seconded, all in favor. The new draft Taste of the Santa Ynez Valley budget was approved.

Jim Flagg presented the current financials.

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

- Annual meeting recap, 9/8
- R&D trip to Bend, OR with DVA staff recap
- Buellton Fall Fest sponsorship, \$2,000
- 2023 Destination Guide Update
- 2023 Budget Committee: Linda Johansen, Jonathan Rosenson, Jim Flagg, and Kathleen Cochran.
- Activity Report for month of September

Danielle presented reports on VisitSYV.com website trends, updates, SEO, the progress of our ad campaigns with DVA, Verdin Marketing, Visit Widget and Taste of the Santa Ynez Valley promotion for the month of September.

In Old Business & New Business, Shelby announced we were selected to be the new cover for CCTC's 2023 map. Jonathan asked for updates on Zartico, Madden Media and Crowdriff. Danielle provided an update on Crowdriff, Brenda provided an update on SEO with Madden Media and asked everyone to add visitsyv.com and visitsyv.com/events to their websites. Shelby provided an update on Zartico.

Board Comments:

Dave shared most wineries are in the middle of harvest; it started early with a heat spike in August and September before temperatures eased back down. The industry likely has 3-4 more weeks of harvest overall. Tasting room traffic overall is down YOY but improved from the rate we were at earlier this year. Sunstone has an event on Saturday October 29th at the villa celebrating Halloween with a costume ball. Kathleen shared Alisal is having a record-breaking October, November, and December. They will launch a locals package for the slower months of January/February. Stormie shared it's been a busy year for Hotel Corque; she feels like it's back to normal where January and February will be lighter per usual for that time of year. The Hadsten property has moved to a January 23rd open date, and it will become a Hilton Tapestry. Hotel Corque is busy and Craffthouse, the restaurant, is doing really well. There will also be a restaurant with an outdoor courtyard at Hadsten. Jim shared business has been good at Hampton Inn & Suites. October is trending a little ahead of last year. They're optimistic about January and February this year since last year took such a hit due to variant covid increases. Jim shared there's a new General Manager at Marriott, who should be a great asset for the community. Jonathan shared First & Oak is steady with a new menu coming out this week; it will continue to evolve with the fall bounty. He asked about the Midweek Promotion and what our plans are for it next year. Shelby shared that we are planning to do something different than last year's digital promotion. Will shared PICO is doing great. He loves this time of year and harvest is officially over for Lumen. They're fully staffed in the restaurant after a two-year challenge to get enough talent. They're talking about expanding hours. They held a drag brunch over Los Alamos Old Days weekend, it was a huge success and sold out in 2 days. They're looking at doing that more regularly. Will is looking forward to November and Taste of the Santa Ynez Valley. He's also looking forward to the Los Alamos Theater Group's next play. Shelby, Will, and their kids are involved. The play opens November 11th and will have multiple showings. Danielle thanked everyone for being here knowing it's still a very busy season for all. She reminded everyone to please tag @visitsyv and use our hashtags online to notify us of their latest promotions and activities. Brenda echoed Danielle's sentiments and asked people to notify her if they have holiday events and menus to offer. Greer shared Fess Parker Wine Country Inn is having an excellent year. November looks good. January looks low so they're planning to complete some renovations during that soft month. She can't believe it's already the holiday season. Shelby congratulated Phil and the Vintners on an excellent festival. He thanked the Mattei's Tavern team for starting a relationship and thanked Zaca Creek Tavern for their presence as well. Shelby introduced Cheryl, the new marketing manager for the city of Solvang. Shelby thanked Jonathan for leading the meeting and noted Linda and Kimberly are both traveling.

The meeting adjourned at 9:52am to the meeting of November 10, 2022.

Prepared by Danielle Laudon Ruse,
Vice President of Marketing

Approved by Stormie Strickland,
Secretary