

Minutes of the Board of Directors of Visit the Santa Ynez Valley January 12, 2023

Visit the Santa Ynez Valley held a board meeting on January 12, 2023 via Zoom. Chairman Linda Johansen called the meeting to order at 9:03 a.m. Board members present included Chairman Linda Johansen, Treasurer Jim Flagg, Kathleen Cochran, Will Henry, and Greer Shull. Kimberly Walker and Jonathan Rosenson were absent. Shelby Sim, President & CEO and Danielle Laudon Ruse, Vice President of Marketing were present. Brenda Ball, Website & Membership Administrator was absent. Members of the public who RSVP'd included Simonne Mitchelson, Cheryl Shallanberger, Anna Ferguson Sparks, Phil Carpenter, Anthony Pena, Jennifer Nelson, Michelle Boss, Brandon Monteleone, Don Conner, and Kimberly Vawter.

Linda made room introductions.

Danielle provided an economic report on behalf of Dr. Ken Harwood.

Jim Flagg presented the current financials.

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

- 2023 Destination Guide Reception Recap
- Restaurant Weeks 2023 Update
 - January 16 – 31st
- First Quarter Travel
- Linda Johansen Service Award to Valley charity of her choice, \$5,000
- California Missions Foundation, Santa Ines Mission Retrofit, \$5,000
- Valley Shuttle: Shelby is exploring options to work with Santa Ynez Valley Transit to ensure visitors are aware of this existing service. Jim suggested adding a link to our website. Will suggested we look at the Breeze Bus as well which connects Santa Maria, Los Alamos, Buellton and Solvang.
- Footprint in Santa Barbara Funk Zone
- STR and Zartico Visitor Data
- Activity Report for month of December

Kathleen Cochran entered the meeting, and the agenda was revised to review action items while Kathleen was available.

Greer motioned to approve the December 8, 2022 minutes as presented; Will seconded, all in favor except Jim abstained due to his absence. Without a quorum, the December 8, 2022 minutes will be reviewed again at the February board meeting.

The board reviewed the following grant application:

- Garagiste Events Inc, The Garagiste Festival, Friday – Sunday, February 10-11, 2023, requested amount: \$5,000, recommended amount: \$3,250

Linda made a motion to approve the recommended amount of \$3,250, and Will seconded; all in favor. A \$3,250 grant was approved.

Shelby Sim presented the following action item: SBIFF Activation

- Pre-approved in the 2023 budget, \$10,000
- 90,000 attendees, on-screen ad before every Tribute & Film at Arlington Theater
- SYV Destination Guides in VIP swag bags
- 2 Platinum + 2 Early Entry tickets to all Opening and Closing Night Films & Tributes

Greer motioned to approve the \$10,000 sponsorship. Jim seconded, all in favor. The SBIFF activation was approved.

With action items handled, Kathleen left the meeting to attend to storm matters at Alisal Ranch.

Danielle presented reports on VisitSYV.com website trends and updates, the status of DVA ad campaigns, Verdin Marketing, and an update on the upcoming 2023 Santa Ynez Valley Restaurant Weeks promotion.

In Old Business & New Business, Shelby and Danielle shared we will be executing the midweek promotion differently this year, offering \$100 Visa/MasterCard gift cards to the first 100 visitors staying in qualifying hotels Sunday through Thursday in February and March. The complete details will be shared via email before the promotion launches.

Board Comments:

Jim shared 2022 closed as a record year for Hampton Inn & Suites. He had nothing but good things to report on 2022. He has high expectations that 2023 will do well, but January is giving us some trouble with weather. Will shared they will have a new slate of dinner events at PICO in the coming year including their farmer series. They'll have wine tasting events and a chefs experience coming up as well. He's excited for the coming year and for Restaurant Weeks to kick off this month. Greer echoed sentiments about the challenging weather. They've had some cancellations related to the weather at Fess Parker Wine Country Inn. They're still looking forward to a great year. Danielle reminded everyone to send their Valentine's Day special offers in for our website and social media. Shelby shared an anecdote about winemaker Fred Brander's art collection, which includes a new piece featuring an Aztec god of rain. It's a positive omen for a good crop year for the wine industry. Linda thanked Shelby and Danielle for all their efforts and thanked the board for their time. She shared Pea Soup Andersen's Inn and King Frederik Inn are both doing incredibly well. Linda sends her condolences to Alisal who has been affected by the recent storms. She hopes everyone else remains well and their properties remain safe. Linda will not be at the February board meeting as she has a philanthropic trip planned during that time, and knows Jonathan will do an excellent job leading that meeting. Linda thanked all the attending public for being here today.

The meeting adjourned at 10:01am to the meeting of February 9, 2023.

Prepared by Danielle Laudon Ruse,
Vice President of Marketing