

Minutes of the Board of Directors of Visit the Santa Ynez Valley

April 13, 2023

Chairman Linda Johansen called the meeting to order at 9:00 a.m.

Board members present included Chairman Linda Johansen, Will Henry, Greer Shull, Dave Elcon, Jonathan Rosenson, Stormy Strickland, and Jim Flagg and Kathleen Cochran attended via phone. Shelby Sim, President & CEO and Brenda Ball, Website & Membership Administrator were present. Danielle Laudon Ruse was absent and on maternity leave.

Linda Johansen made room introductions.

Members of the public who attended included Emily Byram, Chris Bashforth, Anna Ferguson Sparks, Phil Carpenter, Scott Gold, Josh Lujan, Mitzi Sevilla, Tracy Beard, Evan Jones, and Anthony Pena.

Jim Flagg gave a financial report for January up \$30,000 over December. TBID income 144,000 for November and December.

Emily Byram presented - Santa Barbara Vintners Association, May 19 – 21, 2023, requested \$4,000. Will Henry suggest giving them the full amount. Linda Johansen agrees. All were in favor.

Chris Bashforth presented Los Olivos Rotary, Jazz and Olive Festival, June 10, 2023, requested amount \$3,000, community centric. Linda Johansen motioned. All were in favor.

Dave Elcon first motioned that \$500 be given to Danielle Laudon Ruse for her future education. All were in favor.

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

- Visit California,
 - don't forget the boomers still,
 - no recession on the horizon,
 - luxury market continues to thrive,
 - AI – artificial intelligence.
- US Travel Show in Copenhagen, Denmark
 - Two-day show, Shelby met with the Denmark ambassador, Shelby was on a panel with Yosemite, Nashville, New Orleans
- Linda Johansen mentioned Karin Nielsen and Atlantic Link.
- Golf tournament with Visit California and Mexico, Shelby is hosting happy hour with Santa Barbara County wines, Alisal is sponsoring the golf wear.
- Shelby to go to Canada with Visit California. He wrote an essay to be chosen for the trip.
- SB Independent Wine Week April 27 – May 3
- IPW in May with VisitSYV, Buellton and Santa Barbara sharing cohesive trade show space for a cohesive Santa Barbara County representation.
- VisitSYV is supporting Solvang Theater Festival season - \$10,000.
- Active shooter workshop the local sheriff will be performing the workshop.
- Midweek program hurt by the weather, 27 cancellations.

Activity

~Shelby presented three slides from Brenda on VisitSYV.com website trends and updates and slides from DVA on the status of ad campaigns, and Verdin Marketing.

Board Comments: Will Henry shared they will have a new slate of dinner events at PICO in the coming year including their farmer series. They will have wine tasting events. Linda thanked all the attending public for being here today. Stormy Strickland – Hotel Corque has been busy and Hadsten House hopefully opening June 1. Greer Shull mentioned Fess Parker Inn is being remodeled. Dave Elcon mentioned Mattei's Tavern 100 percent inventory in the next few days. Jonathan mentioned Tuesday and Wednesday events and super blooms. Jim Flagg mentioned Saturday nights were down 25% at Hampton Inn & Suites.

Shelby mentions they are paying for valley information -Zartico. Benchmarking data – spend more money to get better data.

Board elections are coming up next month in May. Annual Meeting in June.

The meeting adjourned at 9:50am to the next Board of Directors meeting of May 11, 2023.

Prepared by Brenda K. Ball, Website and Membership Services