

Minutes of the Board of Directors of Visit the Santa Ynez Valley May 18, 2023

Visit the Santa Ynez Valley held a board meeting on May 18, 2023, at Chomp Burger Fries Shakes. Chairman Linda Johansen called the meeting to order at 9:01 a.m.

Board members present included Chairman Linda Johansen, Treasurer Jim Flagg, Kathleen Cochran, Will Henry, Michael Brughelli, Vice Chairman Jonathan Rosenson and Greer Shull attended via mobile phone.

Shelby Sim, President & CEO and Brenda Ball, Website & Membership Administrator was in Colorado attending via mobile phone.

Debra Eagle of Alma Rosa gave public comment. Promoting Mental Health Walk to peak. Sat, July 22, 9 a.m.

Linda made room introductions.

Members of the public who attended included Anna Ferguson Sparks, Denise Ellamine, Phil Grant, Don Connor, Randy Murphy, Leslie Inlow

The board voted to ratify Michael Brughelli of Folded Hills as new Member at large BOD member, replacing Dave Moser of Sunstone Winery.

April Minutes approved by the BOD.

Jim Flagg presented the current financials. All is good according to the VisitSYV budget.

Action Item:

The board reviewed the following grant application:

- Danish Days Grant. \$5,000 requested, Recommended amount \$5000.
- Presentation and Action item: Juneteenth Proposal June 16-18
 - Sponsorship request \$4,000 - Vashti Wilson

Linda made a motion to approve the recommended Danish Days grant amount of \$5000, and Kathleen Cochran seconded; all in favor. A \$5,000 grant was approved.

Kathleen Cochran motioned to approve the \$4,000 Juneteenth sponsorship. Will Henry seconded, all in favor. The Juneteenth activation \$4,000 was approved.

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

- CA Golf Cup Media & Travel Trade Buyer Mission, Huntington Beach, Recap
- Visit California Media Mission, Canada, Recap
- IPW, San Antonio, May 20 – 24, 2023
- Sponsoring SYV Pride at \$2,000
- Sponsoring Los Alamos Theater group (All ticket sales go to local charities) \$500
- Sponsoring Elverhoj Solstice night Fundraiser, \$3,000, Table of 8, June 18th
- Visit California Tourism planning, they received a grant from US government
- Presented Annual reports to Solvang and Buellton
- Board elections – no elections needed this year so far
- Annual meeting, waiting to set date until Danielle returns
- Active shooter training, coordinating with Sherriff and Solvang
- Activity Report for April
- Marketing Update – Shelby Sim

- March review of DVA Marketing & Visitor Data

Leslie Inlow mentioned the new rebranded The Genevieve Inn from the former Santa Ynez Inn

Old Business & New Business Board comments

Will mentions things are great in Los Alamos, Farmers Table, next one in June 21.

Kathleen still digging out at the Alisal repairing holes at the golf course, repairing bridges, a tree hit a bridge and Kathleen's car. Business is good.

Jim is progressing better still some growth, weather caused lower first quarter for both Carmel and Solvang. Michael Brughelli of Folded Hills Hills is doing great hosting a Polo Match June 10th. Farm Stand across from Polo grounds.

Shelby mentioned that we are going into the second month of Danielle being gone. Grateful for all the support and everyone being patient with him.

Johnathan - no news is good news, steady and locals night Tuesday, Wednesday wine flight.

Linda thanked everyone for attending and Shelby for all his travel and keeping things going.

Greer was disconnected from the call.

Randy Murphy, Solvang's new city manager, mentions major Tourism meeting at 3:30 p.m. on Monday 5/22 in Solvang to discuss tourism marketing, etc.

The next board meeting will be held June 8th, 2023, 9:00 a.m., The Alisal Ranch

Adjournment at 9:53 a.m.

Prepared by Brenda K. Ball,
Website & Membership Administrator