

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

June 8, 2023

Visit the Santa Ynez Valley held a board meeting on June 8, 2023, at Alisal Ranch. Linda opened the 2023 Annual meeting at 9 AM.

A membership Annual meeting will be scheduled for the fall.

The Visit the Santa Ynez Valley BOD of Directors slate will remain the same as last year.

New chairperson for the next year. Linda Johansen was nominated for Chairperson, Jim Flagg motioned, and Kathleen Cochran seconded. Vote was 7 Yes, 1 Abstain, 1 Missing

Jonathan Rosenson was nominated as VP, Linda Johansen motioned, Dave Elcon provided the second. Vote was 7 Yes, 1 Abstain, 1 Missing

Treasurer Jim Flagg, Johnathan Rosenson first and Stormie Strickland seconded. Vote was 7 Yes, 1 Abstain, 1 Missing

Chairperson Linda closed the 2023 Annual meeting.

Regular meeting started at 9:04 am.

All BOD members were present except Will Henry. Board attendees: Jim Flagg, Stormie Strickland, Johnathan Rosenson, Michael Brughelli, Kathleen Cochran, Linda Johansen, Dave Elcon, Greer Shull.

Shelby mentions the thanks for the contribution to Music in the Park.

Linda asks for introductions of attendees. Other attendees: Phil Carpenter, Anna Ferguson-Sparks, Leslie of SB Adventure Company, Jim Flagg, Stormie Strickland, Kathleen Cochran, Linda Johansen, Greer Shull, Dave Elcon, Brenda Ball, and Shelby Sim.

Approving the board meeting minutes. Jim motions, Michael seconds

Financial Report reviewed by Jim Flagg, treasurer of the BOD.

Increasing reserves, bank account is up \$55,000.

Profit is down a little from last year by about \$20,00, he mentions the plan to about 160,000 from savings this year.

Action for a grant requesting \$1,500, Matrix suggests \$1,750. Debra Eagle appreciates the grant for "Piece of Mind" Mental Health Walk. Johnathan motions, Michael seconds.

- IPW San Antonio, Shelby worked the floor and met with tour operators.
- Sponsoring Santa Ynez Old Days June 23-25 \$3500
- Sponsoring the Rodeo at \$500
- Music in the Park at \$1,500
- Sponsoring Solvang School of Art & Music at \$750

Marketing update

- Booking Searches up 50% more than last year
- San Jose hits are up from Kathleen and Dave
- Cost per click are lower than the benchmark
- Thrillist, Napa Valley life Sunset travel
- Website report Shelby shows comparisons.

Grant proposal a wine writer group of thirty requesting \$2500 staying overnight. Not top tier. Strategize with Phil. Linda and Phil discuss it. Curated to take writers to restaurants and wineries. Not recommended. Johnathan wants to find out who is coming. Phil wants metrics. Shelby can go back to him and ask for more details and roster information. Kathleen asks for proof of content from Paso Robles. It is suggested he should bring the wine writers in the first quarter.

Jim Flagg says business is picking up.

Stormie says Hadsten opens when it opens.

Jonathan Rosenson mentions Mirabelle going much like last year. June is busy for offsite catering.

Buellton has two more hotels in the plans to be built.

Michael Folded Hills is doing well. Kathleen mentions road work.

Kathleen mentions "Alisal Ranch" not "The Alisal Ranch". Digging out of our storm worst in 75 years. 2 had been renovated now renovated again 3 million dollars loss in revenue January to May. Golf course whole number 3 being renovated. The Golf Course looks great, and River Course is doing well. Busy June summer looks good. RevPAR substantial up. New wrangler and new programs. New miniature horse. Working on QTR 1 for 2024.

Greer completed the renovation of Fess Parker Wine Country Inn, full house. Summer concert Winestock Sundays, July, August, September (Saturday)

Mattei's is looking at great acceleration in June, July looking for a good summer. Locals can enjoy special midweek rates. Reach out to Dave for code. Food, Gin's Tap Bar opening next Thursday, Asian influence. Spa opening soon.

Danielle will be back next month. Bella graduates from 8th grade on June 8.

Linda offers thank you to the staff and board.

King Frederik has been doing better than ever. The wine reception Gladden the Heart at Old Mission Santa Ines. Linda has two tickets available.

Aaron the new GM from Hitching Post II wines came in halfway through the meeting.

Sponsorship by VSYV at the Solvang TheaterFest concerts on Sunday at 3 – 5pm.

Travel is booming Linda leads tour events New Zealand, Mediterranean, sold out for 2024. Portugal and Spain thousand dollars more, flights are adding more routes and planes. Hawaii and other natural

disasters affecting travel to those areas. All travel has dropped the Covid-restrictions except Africa and India.

June 8 BOD meeting ends at 9:49 AM.