

Minutes of the Board of Directors of Visit the Santa Ynez Valley August 10, 2023

Time: 8:59 a.m. - 9:46 a.m.

Location: Alisal Ranch

Introductions

Linda Johansen called the meeting to order at 8:59 a.m. and welcomed everyone. Board members present included Chairman Linda Johansen, Treasurer Jim Flagg, Secretary Stormie Strickland, Dave Elcon, Greer Shull, Will Henry, and Vice Chairman Jonathan Rosenson via phone; Michael Brughelli and Kathleen Cochran were absent. President & CEO Shelby Sim and Vice President of Marketing Danielle Ruse were present; Website & Membership Administrator Brenda Ball was absent. Members of the public present included Erica Jane Flores, Don Conner, Debra Eagle, Emily Byram, Michelle Boss, Randy Murphy, Anna Ferguson Sparks, John Sorgenfrei, and Mayra Terrazas.

Public Comment on Non-Agenda Items

Members of the public were given the opportunity to provide comments, limited to three minutes. The following public comment was made:

- Debra Eagle shared her gratitude for the grant provided by VisitSYV for the mental health walk hosted by Alma Rosa.
- Erica Jane Flores announced CEO Valerie Kissel's departure from SYV People Helping People in September and Erica's interim role. She shared the SYV Polo Classic was a success, netting \$100k for immediate community needs. Their signature wine event, Vino de Suenos, may be held at the old Bridlewood property this year.
- Danielle Ruse presented Dr. Harwood's economic report.

Approval of Board Meeting Minutes (July 13, 2023)

Will motioned to approve the minutes; Stormie seconded the motion. All members voted in favor. The minutes of the July 13, 2023 meeting were approved.

Financial Report

Jim Flagg presented a review of the current financials.

Staff Report

Shelby Sim provided updates on various topics, including:

- Visit CA Regional Advisory Committee: The committee is working on a 20-year sustainability plan.
- Destinations International Conference recap: Shelby reported diverse speakers and insights from 8+ countries.
- US Travel's ESTO Conference, August 18-23, Savannah Georgia
- Update on Taste of the Santa Ynez Valley, September 28- October 1
- 2023 Retreat & Zipline, September 14

- No September board meeting
- 2023 Annual meeting, October 12, 5-7pm, Sunstone Winery
- Active shooter training: Now known as SYV Safety Seminar, it will be held in November.
- Trolley update in progress
- Zartico update
- Activity Report for July

Marketing Update

Danielle Ruse provided a review of media approach, social channels, website updates, ad campaigns, SEO, web trends, Sunset partnership, and Taste of the Santa Ynez Valley promotion.

Old Business & New Business

- In new business, Shelby announced that 5% of every ticket sale during Taste of the Santa Ynez Valley will be given to SYV People Helping People. Linda inquired about tickets for the board and Shelby confirmed availability. Danielle shared a locals discount will be available for members.

Board Comments

Jonathan shared updates on his new restaurant opening in October in Calabasas. Jim reported steady business at Hampton Inn & Suites. Stormie expressed optimism for The Hadsten's upcoming opening. Will shared positive news about PICO and his wife Kali's recent success as head chef. Greer invited everyone to Summer Fess on August 19th. Dave discussed increasing occupancy at The Inn at Mattei's Tavern and plans for the holidays. Danielle thanked Shelby for aiding in a smooth transition back to work. Shelby thanked Danielle for her return and provided updates on Vandenberg's upcoming launches. Linda thanked everyone for their attendance and acknowledged international travel's current high demand. Randy Murphy, City Manager for City of Solvang, provided a final public comment, urging a review of the city's website for accuracy of business listings.

The meeting adjourned at 9:46am. The next board meeting will be held October 12, 2023, 9:00 a.m. on Zoom.

Prepared by Danielle Ruse,
Vice President of Marketing

Approved by Stormie Strickland,
Secretary