

# VISIT SANTA BARBARA THE AMERICAN RIVIERA®

## Board Meeting

Thursday, March 23<sup>rd</sup>, 2016

8:30am – 10:00am

Location: Visit Santa Barbara

## AGENDA

**Speaker – Ken Oplinger, Santa Barbara Chamber of Commerce**

**“FishSB: A new partnership bringing businesses and commercial fisherman together”**

### **Action Items**

- |    |  |                       |
|----|--|-----------------------|
| 1. | Call to Order  | Gwen Stauffer         |
| 2. | Antitrust Compliance                                   | Gwen Stauffer         |
| 3. | Public Comment   | Members of the Public |
| 4. | Approval of Agenda                                     | Gwen Stauffer         |
| 5. | Approval of Minutes of February 25, 2016 Meeting       | Gwen Stauffer         |
| 6. | Approval of January 2016 VSB Financial Reports         | Richard Nahas         |
| 7. | Approval of January 2016 TBID Financial Reports        | Richard Nahas         |
| 8. | Approval of Proposed FY 16/17 Board of Directors Slate | Gwen Stauffer         |

### **Discussion Items**

- |     |   |                            |
|-----|---|----------------------------|
| 9.  | Staff Update – Membership & I AM Santa Barbara        | Jamie Tubbs                |
| 10. | Proposed Increase in Santa Barbara County TOT         | Tom Patton                 |
| 11. | Advertising Agency Review Update                      | Michael Cohen              |
| 12. | Committee Reports                                     |                            |
|     | • Recap of TBID & Marketing Committee Meeting         | Tom Patton & Michael Cohen |
|     | Community Reports                                     |                            |
|     | • Hospitality Santa Barbara                           | Tom Patton                 |
|     | • City of Santa Barbara                               | Councilman Gregg Hart      |
| 13. | Update on Plains All American Oil Spill Reimbursement | Kathy Janega-Dykes         |
| 14. | Upcoming Events                                       | Kathy Janega-Dykes         |
|     | • State of the City Breakfast                         | March 24                   |
| 15. | Staff Reports   | (on file)                  |
| 16. | President’s Report                                    | Kathy Janega-Dykes         |
| 17. | Other business  |                            |
| 18. | Adjourn   |                            |

**Next Board Meeting:** Thursday, April 21<sup>st</sup>, 2016 8:30am – 10:00am **Location:** Visit Santa Barbara

500 E. Montecito Street, Santa Barbara, CA 93103 805.966.9222 [www.santabarbaraca.com](http://www.santabarbaraca.com)



**MISSION:** The Mission of Visit Santa Barbara (VSB) is to promote the City of Santa Barbara, South Coast & surrounding County Communities, as a destination for travel and media production to create economic vitality. **VISION:** VSB is an innovative tourism leader and destination authority that embodies the spirit and personality of Santa Barbara.

**NOTICE TO PUBLIC:** You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Committee. The Agenda provides a general description and staff recommendations; however, the Committee may take action other than what is recommended.

**BROWN ACT NOTICE:** Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Lynda Dees at 805-966-9222 at least 48 hours prior to the meeting.

#### **ANTITRUST COMPLIANCE POLICY**

*It is the policy of Visit Santa Barbara (VSB) to fully comply with the antitrust laws of the United States and the State of California. In order to assure full compliance, the following policies and procedures are to be followed by all employees and members of VSB and by representatives of any members of the organization.*

*At any meeting of the membership of VSB or any committees of VSB, or at any meeting where any employee of the organization is present or where VSB is in any way involved, there shall be no discussion of the following:*

- A. Prices or rates for hotel or motel rooms, food and beverage, transportation, sightseeing, or other services or facilities of members, including but not limited to prices or rates to be charged to convention groups, tour groups or tour operators, including off-season prices or discounts;*
- B. Changes or proposed changes in the prices or rates of hotel or motel rooms, food and beverage, transportation, sightseeing, or other services offered to customers of the hotel and motel industry;*
- C. Formulas, procedures, or means for the establishment and determination of prices, rates, discounts, terms, and conditions or rental;*
- D. Plans of individual members covering increases or reductions in capacity or distribution or marketing of particular products or services.*
- E. Restrictions on legal advertising or promotional activities.*
- F. Matters relating to actual or potential suppliers or customers that might have the effect of excluding them from any market or of influencing others not to deal with them.*

# VISIT SANTA BARBARA THE AMERICAN RIVIERA®

## Meeting Minutes FY 2015/2016 Board of Directors Thursday, March 23<sup>rd</sup>, 2016

**Attending:** Leslie Brickell, Michael Cohen, Barry Dorsey, Gregg Hart, Paul Hoyle, Hazel Johns, Morgen McLaughlin, Michael Morgan, Richard Nahas, Tom Patton, Gwen Stauffer, Theo Stephan, Brent Sumner, Tyler Tomblin, Pamela Webber, Richard Yates

**Absent:** Amanda Allen, Karen Earp, Ed Galsterer, Matthew La Vine, Ryan Parker

**Staff:** Kathy Janega-Dykes, Helen Tu, Janet Ames, Jamie Tubbs

**Location:** Visit Santa Barbara  
500 E. Montecito Street  
Santa Barbara, CA 93103

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**Speaker: Ken Oplinger, Santa Barbara Chamber of Commerce**

**“Fish SB: A new partnership bringing businesses and commercial fisherman together”**

Ken Oplinger spoke to the group about the Fish SB program created in response to the Refugio Oil Spill. A partnership has been formed with the commercial fishing operators in the port of Santa Barbara after discovering the various issues that resulted from the oil spill, the impact it had on their businesses, ongoing regulatory issues and marketing challenges they face. This partnership supports local fisheries and provides them with advocacy. Plains All American Pipeline has agreed to fund the two year program and a position has just been offered to the program manager. The three main focuses for the program are: Marketing - finding new unique ways to market and brand Santa Barbara seafood and improve the image of fishing in the region; Local partnerships - working with fisherman to help promote the use of locally-caught seafood by Santa Barbara restaurants; and Advocacy – supporting fishermen on regulatory issues causing closures, give them a collective voice and bring them together to address common issues.

**1. Call to Order**

Gwen Stauffer called the meeting to order at 8:42am.

**2. Antitrust Compliance**

It is the policy of Visit Santa Barbara to fully comply with the laws of the United States and the State of California.

**3. Public Comment**

Gregg Hart addressed the funding request that Visit Santa Barbara submitted to the city and stated that it is under consideration. He then answered questions regarding the Plains All American Oil Spill claim, Edison’s Downtown Reliability Project currently in the works, the Bike Master Plan, and the city’s zoning ordinance being enforced on vacation rentals.

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4. **Approval of Agenda**  
Gwen Stauffer motioned to approve the agenda of the March 23<sup>rd</sup>, 2016 Board meeting; Tom Patton moved to approve; Theo Stephan seconded; and the motion was passed unanimously.
5. **Approval of Minutes of the February 25<sup>th</sup>, 2016 Board meeting**  
Gwen Stauffer motioned to approve the minutes of the February 25<sup>th</sup>, 2016 Board meeting; Richard Yates moved to approve, Michael Morgan seconded; and the motion was passed unanimously.
6. **Approval of January 2016 VSB Financial Reports**  
Richard Nahas reported that year-to-date income is on target. Variances in operations were due to understaffing, but YTD projection shows that this line item will be within the annual budget. No variances to report in programs.  
  
Theo Stephan moved to approve the January 2016 VSB financials; Tom Patton seconded; and the motion was passed unanimously.
7. **Approval of January 2016 TBID Financial Reports**  
Richard Nahas reported that actuals are reported for all agencies. No variances to report in operations. Variances in programs were due to schedule and billing changes.  
  
Theo Stephan moved to approve the January 2016 TBID financials, Michael Morgan seconded; and the motion was passed unanimously.
8. **Approval of Proposed FY 16/17 Board of Directors Slate**  
Gwen presented the slate of proposed Board of Directors for FY 16/17.  
  
Michael Cohen Stephan moved to approve the slate, Richard Yates seconded; and the motion was passed unanimously.
9. **Staff Update – Membership and I AM Santa Barbara**  
Industry Relations Manager Jamie Tubbs gave a presentation about the status of the Visit Santa Barbara membership and the programs in place. She informed them of the variety of members and gave an update on new members that just joined. A key part of the Industry Relations Department is outreach and education, which is fulfilled through the I AM Santa Barbara program, attended by the City's hospitality community to learn important information about Santa Barbara and the local hospitality businesses. Throughout January and February, the Industry Relations Department has held workshop trainings to educate members on the new website, held a variety of internal audits to the website, and worked with over 200 members on their microsites.
10. **Proposed Increase in Santa Barbara County TOT**  
Tom Patton informed the group that the Santa Barbara County is proposing a 12% increase in TOT and placing this on the ballot in the fall.

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**11. Advertising Agency Review Update**

Michael Cohen gave a recap on the Advertising Agency Presentations that occurred on Monday, March 23<sup>rd</sup>. Four advertising agency candidates came in and presented to the VSB Marketing Committee. They are currently under consideration and follow up meetings with the finalists will occur in the coming week.

**12. Committee Reports**

- **Recap of TBID & Marketing Committee Meeting**

Tom Patton gave short summary of the TBID Committee meeting that occurred before the Marketing Committee meeting. Michael gave a recap of the Marketing Committee meeting, led by Vice President of Marketing & Strategy Jennifer Walker, who presented the Marketing Plan for the incoming year and solicited input for marketing strategies and targets.

**Community Reports**

- **Hospitality Santa Barbara**

Tom Patton spoke to the group about the Creeks Project & Waterfronts Plan event occurring on March 30<sup>th</sup> and invited everyone to attend. He also gave a recap on the HSB Board meeting and congressional candidates who attended.

- **City of Santa Barbara**

No update.

**13. Update on Plains All American Oil Spill Reimbursement**

Kathy informed the group of the negotiations between Plains All American and VSB regarding the Oil Spill reimbursement. After informing them of legal counsel, Plains All American has agreed to an amount for reimbursement.

**14. Upcoming Events**

- **State of the City Breakfast**

March 24

**15. Staff Reports (on file)**

**16. President's Report**

- Kathy attended the U.S. Travel Association Board Meeting and Destination Capitol Hill, where DMOs across the country convene and meet with members of Congress. She discussed continuing to support visa waiver programs, encouraging the support of aviation programs, and supporting passenger facility fees. She also informed the group of a Tourism Awareness Video being filmed for the Annual General Meeting, showing appreciation for outstanding hospitality members.

**17. Other business**

- No update.

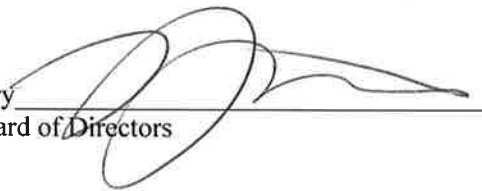
# VISIT SANTA BARBARA THE AMERICAN RIVIERA®

**18. Adjourn**

With no other business, the meeting was adjourned at 9:33am.

Minutes approved by:

Richard Yates, Secretary  
Visit Santa Barbara Board of Directors



Date

4-21-16