

SANTA BARBARA

THE AMERICAN RIVIERA®

Board of Directors Meeting

Thursday, April 13, 2017

8:30am - 10:00am

Location: Visit Santa Barbara

AGENDA

Guest Speaker - Miki Garcia, Executive Director - Museum of Contemporary Art Santa Barbara

Action Items

- | | |
|---|-----------------------|
| 1. Call to Order | Karen Earp |
| 2. Antitrust Compliance | Karen Earp |
| 3. Public Comment | Members of the Public |
| 4. Approval of Agenda | Karen Earp |
| 5. Approval of Minutes of March 16, 2017 2016 Meeting | Karen Earp |
| 6. Approval of February 2017 VSB Financial Reports | Richard Nahas |
| 7. Approval of February 2017 TBID Financial Reports | Richard Nahas |
| 8. Approval of Proposed FY 17/18 Board of Directors Slate | Karen Earp |
| 9. Approval of Proposed FY17/18 TBID Committee Slate | Karen Earp |

Discussion Items

- | | |
|------------------------------|-----------------------------------|
| 10. Marketing & Sales Update | Jennifer Walker & Michelle Carlen |
| 11. Committee Reports | |
| • TBID Committee | Tom Patton |
| • Marketing Committee | Michael Cohen |
| 12. Community Reports | |
| • Hospitality Santa Barbara | Tom Patton |
| • Santa Barbara Airport | Hazel Johns |
| • City of Santa Barbara | Councilman Gregg Hart |
| 13. Upcoming Events | Kathy Janega-Dykes |
| • Annual Luncheon | May 10 |
| • AMGEN TOC Stage 4 Start | May 17 |
| • I AM Santa Barbara | May 17 |
| 14. President's Report | Kathy Janega-Dykes |
| 15. Other Business | |
| 16. Adjourn | |

Next Board Meeting: Thursday, May 18th, 2017 8:30am - 10:00am **Location:** Visit Santa Barbara

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MISSION: The primary mission is to enhance the economies of the City of Santa Barbara, South Coast communities and Santa Barbara County areas through tourism marketing that increases business revenue, tax revenue and creates jobs.

VISION: The Corporation is acknowledged by the entire community and its leaders as the indispensable organization for forging public / private partnerships and coalitions to promote our destination, increase visitor spending and sustain the outstanding quality of life in Santa Barbara County.

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.*

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Board of Directors Meeting

Thursday, April 13th, 2017

Meeting Minutes

Attending: Kristin Battaglia, Michael Cohen, Barry Dorsey, Karen Earp, Ed Galsterer, Steve Hinkley, Paul Hoyle, Tara Jones, Richard Nahas, Shaun O'Bryan, Ryan Parker, Tom Parker, Shashi Poudyal, Gwen Stauffer, Luke Swetland, Richard Yates, Hazel Johns, Pamela Webber

Absent: Richard Good, Morgen McLaughlin, Kristen Weidemann, Gregg Hart

Staff: Kathy Janega-Dykes, Lynda Dees, Janet Ames

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

Speaker: Mike Garcia, Executive Director – Museum of Contemporary Art Santa Barbara

Miki spoke to the group about the MCASB mission statement and formation. Opened in 1976 as an artist's space it is now a museum that focuses on living artists, architecture and art design. They have recently purchased land in the funk zone for a future location that will be a world class architectural structure and a cultural beacon to sustain and serve as a cultural anchor to the neighborhood. She spoke about the different fundraising opportunities including membership, art study tours, special events and the home raffle. She also spoke about their 'Take Park, Make Art' initiative and it's context and goals, history and inspiration and the concept of pavilions. The 2017 winner – Sports – was influenced by California's light and space movement. She spoke about the featured artists and partners she is collaborating with on this project. Lastly, she spoke about the \$20M initiative by the Getty - LA/LA (Latin America & Latino Art in LA) and their participation and their exhibit 'Guatemala from 33,000 km'.

1. Call to Order

Karen Earp called the meeting to order at 8:55 a.m.

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

No public comment.

4. Approval of Agenda

Karen Earp motioned to approve the agenda of the April 13th, 2017 Board meeting; Gwen Stauffer moved to approve; Tom Patton seconded; and the motion was passed unanimously.

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5. Approval of Minutes of the March 16, 2017 Board meeting

Karen Earp motioned to approve the minutes of the March 16th, 2017 Board meeting; Richard Nahas moved to approve; Michael Cohen seconded; and the motion was passed unanimously.

6. Approval of February 2017 VSB Financial Reports

Richard Nahas reported that co-op advertising Y/Y was significantly increased but under budget YTD. In Operations, accounting audit is under budget due to the hiring of a part-time bookkeeper. Additionally, 401K is over budget due to more employee participation in this benefit.

Michael Cohen moved to approve the February 2017 VSB financials; Richard Yates seconded; and the motion was passed unanimously.

7. Approval of February 2017 TBID Financial Reports

Richard Nahas reported that revenue for City and Goleta was actual with the County being estimate. Salaries are over budget due to the vacancy in Jen's position due to maternity leave but also noted there were no costs in contact employees as temps have not been hired. FAM tours and Sponsorships are over budget due to the VCA Outlook Forum opportunities.

Michael Cohen moved to approve the February 2017 TBID financials; Richard Yates seconded; and the motion was passed unanimously.

8. Approval of Proposed FY 17/18 Board of Directors Slate

Karen Earp motioned to approve the FY 17/18 Board of Directors slate; Michael Cohen moved to approve; Barry Dorsey seconded; and the motion was passed unanimously.

9. Approval of Proposed FY 17/18 TBID Committee Slate

Karen Earp motioned to approve the FY 17/18 TBID Committee slate; Gwen Stauffer moved to approve; Ricahrd Yates seconded; and the motion was passed unanimously.

10. Marketing & Sales Update

Jennifer Walker updated the group on the PR Media Mission to New York and spoke about successful desk sides with many top notch journalists including Zagat, Food Network and Conde Nast. They partnered with Santa Barbara Vintners to offer local wine. She also updated on recent promotions noting the 'Revive & Thrive' campaign received 8 million impressions and the microsite had an average view time of 4.16 minutes. She also updated the group on the 'Refresh Your Feed' contest noting 10,072 entries had been received and 2,000 requests for visitor's magazines. This is the most successful campaign to date due to a low barrier of entry. The winner is Alexandra from Portland who wrote about visiting the landscape, Botanical Garden and sailing. She also informed the group on the Marketing Plan, Third Thursday presentation and Amgen.

Michelle Carlen updated the group on recent site inspections for large associations looking at larger properties as well as travel trade FAM's including the UK (8 luxury tour operators) and German operators. She also spoke about Cat's trip to Chicago to attend the Helms Briscoe annual business conference.

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11. Travel Talks with Salud Carbajal

Kathy spoke to the group about the US Travel Destination Capitol Hill conference in Washington DC in which 350 travel representatives had the opportunity to speak to Congress about the importance of travel and several initiatives including; airport fees/charges, OpenSky and visa waivers and the need to support legislation that supports the travel industry.

She also spoke about an upcoming talk hosted by US Travel with Salud Carbajal on how travel impacts our community.

12. Committee Reports

- TBID Committee

Tom notified the group that the next quarterly meeting was being scheduled in June and thanked the Board for approving the slate.

- Marketing Committee

Michael updated the group on his Island clean up and also spoke about the committee reviewing the marketing plan before presenting it to the Board.

13. Community Reports

- Hospitality Santa Barbara

Tom notified the group that HSB members have requested more involvement with advocacy and noted that they were looking into a new format to meet the candidates for District 5 and 6, as well as the Mayor candidates, in a one-on-one interview. He also spoke about the candidate running for each of these positions.

- Santa Barbara Airport

Hazel updated the group on aircraft updates for the Dallas flight (130 seats), upcoming SFO flight (130 seats) and the Denver flight (120+ seats) with the hope of connection Chicago through Denver to the West Coast. She also noted that advertising was now in the terminal with MOXI and Cottage Hospital participating.

- City of Santa Barbara

No update.

14. Upcoming Events

- Annual Luncheon May 10
- State of the City – Goleta May 12
- AMGEN TOC Stage 4 Start May 17
- I AM Santa Barbara May 17

15. President's Report

Kathy notified the group that she would be traveling frequently in June and July and Board dates would need to be moved to accommodate.

16. Other business

No other business.

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17. Adjourn

With no other business, the meeting was adjourned at 9:37 a.m.

Minutes approved by:

Richard Yates, Secretary

Visit Santa Barbara Board of Directors



Date

5-18-17