



## Executive Committee Meeting

Thursday, April 14<sup>th</sup>, 2016

8:00am - 9:30am

Location: Visit Santa Barbara

### AGENDA

#### Action Items

- |  |                       |
|--|-----------------------|
| 1. Call to Order   | Matthew La Vine       |
| 2. Antitrust Compliance  | Matthew La Vine       |
| 3. Public Comment  | Members of the Public |
| 4. Approval of Agenda  | Matthew La Vine       |
| 5. Approval of Minutes of March 9 <sup>th</sup> , 2016 Meeting | Matthew La Vine       |
| 6. Approval of February 2016 VSB Financial Reports             | Richard Nahas         |
| 7. Approval of February 2016 TBID Financial Reports            | Richard Nahas         |
| 8. Approval of \$600K Contingency Fund Strategy                | Richard Nahas         |

#### Discussion Items

- |   |                    |
|---|--------------------|
| 9. TBID Committee Structure                             | Tom Patton         |
| 10. TBID Budget Projections FY17                        | Tom Patton         |
| 11. Annual General Meeting - May 4 <sup>th</sup> , 2016 | Kathy Janega-Dykes |
| 12. Staff Changes                                       | Kathy Janega-Dykes |
| 13. Staff Reports                                       | (on file)          |
| 14. President's Report                                  | Kathy Janega-Dykes |
| 15. Other Business                                      |                    |
| 16. Adjourn   |                    |

**Next Board Meeting:** THURSDAY 4/21 at 8:30am

**Next EC Meeting:** FRIDAY 5/6 at 8:00am

# VISIT SANTA BARBARA THE AMERICAN RIVIERA®

**MISSION:** The Mission of Visit Santa Barbara 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:** Visit Santa Barbara 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 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 the Bureau and by representatives of any members of the Bureau.*

*At any meeting of the membership of VSB or any committees of VSB, or at any meeting where any employee of VSB 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 Executive Committee  
Thursday, April 14th, 2016**

Attendees: Michael Cohen, Paul Hoyle, Matthew La Vine, Richard Nahas, Tom Patton, Richard Yates  
Absent: Gwen Stauffer  
Staff: Kathy Janega-Dykes, Janet Ames, Helen Tu  
Location: Visit Santa Barbara Office, 500 E. Montecito St., Santa Barbara, CA 93103

**1. Call to Order**

Matthew La Vine called the Executive Committee meeting to order at 8:05 a.m.

**2. Antitrust Compliance**

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

**3. Public Comment**

No public comment.

**4. Approval of Agenda**

Tom Patton moved to approve the agenda of the April 14<sup>th</sup>, 2016 Executive Committee meeting; Richard Yates seconded; and the motion was passed unanimously.

**5. Approval of Minutes of March 9<sup>th</sup>, 2016 Meeting**

Michael Cohen moved to approve the minutes of the March 9<sup>th</sup>, 2016 Executive Committee meeting; Paul Hoyle seconded; and the motion was passed unanimously.

**6. Approval of February 2016 VSB Financial Reports**

Kathy Janega-Dykes reported that income was below budget but will be within the annual budget. Programs were over budget due to the new website. Variances in health insurance and salaries were due to staff changes.

Michael Cohen moved to approve the February 2016 VSB financials; Paul Hoyle seconded; and the motion was passed unanimously.

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**7. Approval of February 2015 TBID Financial Reports**

Kathy Janega-Dykes reported that all agencies posted actuals. Internet development was over budget due to the new website, but will be offset in savings from other operational costs.

Tom Patton moved to approve the February 2016 VSB financials; Paul Hoyle seconded; and the motion was passed unanimously.

**8. Approval of Contingency Fund Strategy**

Richard Nahas reported that the Contingency Fund Strategy would consist of 50% of total operation costs over the next 5 years.

Michael Cohen moved to approve the Contingency Fund Strategy; Matthew La Vine seconded; and the motion was passed unanimously.

**9. TBID Committee Structure**

Kathy informed the group of the committee structure and the seats that are vacant or will be terming off this year. She then presented the proposed slate of nominees for the TBID Committee for FY 16/17. The slate will need to be ratified by the Board and then send to TBID members for voting through an email and mail ballot.

**10. TBID Budget Projections FY17**

Kathy and Tom Patton presented the TBID budget projections for FY 16/17 and discussed the differing factors and sources that were used to make these projections. Tom informed the group of the CPI increase going into effect this year and the mailer that will be sent out to inform all TBID members. Tom then lead a discussion of the 2% TOT increase on the ballot this year.

**11. Upcoming Events**

- Annual Tourism Luncheon

May 4<sup>th</sup>

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

**13. President's Report**

No updates.

**14. Other Business**

No updates.

**15. Adjourn**

The meeting adjourned at 9:43 a.m.

VISIT  
**SANTA BARBARA**  
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Minutes approved by:



Richard Yates, Secretary  
Visit Santa Barbara

5-6-16

Date