

SANTA BARBARA

THE AMERICAN RIVIERA®

Executive Committee Meeting

Thursday, April 6, 2017

8:00am - 9:30am

Location: Visit Santa Barbara

AGENDA

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 9, 2017 Meeting | Karen Earp |
| 6. Approval of February 2017 VSB Financial Reports | Richard Nahas |
| 7. Approval of February 2017 TBID Financial Reports | Richard Nahas |

Discussion Items

- | | |
|---------------------------------------|--------------------|
| 8. FY17/18 Budget Projections | Janet Ames |
| 9. "Travel Talks" with Salud Carbajal | Kathy Janega-Dykes |
| 10. TBID Budget Revenue Projections | Tom Patton |
| 11. Nominating Committee Update | Ed Galsterer |
| 12. Audit Committee Update | Richard Nahas |
| 13. TBID Updates & Nominations | Tom Patton |
| 14. Advertising Agency Change | Kathy Janega-Dykes |
| 15. Upcoming Events | Kathy Janega-Dykes |
| • Annual Luncheon | May 10 |
| • I AM Santa Barbara | May 17 |
| 16. President's Report | Kathy Janega-Dykes |
| 17. Other Business | |
| 18. Adjourn | |

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Next Board Meeting: THURSDAY 4/13 at 8:30am **Next EC Meeting:** THURSDAY 5/11 at 8:00am

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: Visit Santa Barbara is committed to promoting and elevating Santa Barbara's position as world-class destination for leisure and business travel. Visit Santa Barbara further serves to ensure tourism continues to contribute on a large scale, thereby enhancing the quality of life for all who live, work and play here.

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.*

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Meeting Minutes **FY 2016-2017 Executive Committee** **Thursday, April 6, 2017**

Attending: Michael Cohen, Ed Galsterer, Richard Nahas, Tom Patton, Gwen Stauffer, Richard Yates

Absent:

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

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

1. Call to Order

Karen Earp 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

Michael Cohen moved to approve the agenda of the April 6th, 2017 Executive Committee meeting; Gwen Stauffer seconded; and the motion was passed unanimously.

5. Approval of Minutes of March 9, 2017 Meeting

Gwen Stauffer moved to approve the minutes of the March 9th, 2017 Executive Committee meeting; Michael Cohen seconded; and the motion was passed unanimously.

6. Approval of February 2017 VSB Financial Reports

Richard Nahas reported that income reflects the film commission payment. Variance in 401K costs are increased due to more employee participation, and salaries are under budget due to the temp vacancy in Jen's position.

Gwen Stauffer 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 was actual for the City, but estimated for Goleta and County as numbers have not been received. Overall the YTD estimates are down for the year. Variances in FAM tours were due to the VCA Outlook Forum international dinner.

Tom Patton moved to approve February 2017 TBID financials; Gwen Stauffer seconded; and the motion was passed unanimously.

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8. FY 17/18 Budget Projections.

Janet Ames presented a very preliminary budget forecast. This will be worked on and presented to the Board for final approval in June.

9. "Travel Talks" with Salud Carbajal

Kathy updated the group on the effects of the new administration on tourism and efforts being made to address concerns. A meeting is being scheduled with Salud Carbajal at the Fess Parker for a very select group of stakeholders. The visit will include a behind the scenes tour of the property and a one hour discussion.

10. TBID Budget Revenue Projects

Projections for next year are conservative. Janet is expecting a slight increase to account for new property, ADR tier reassignments and the CPI increase.

11. Nominating Committee Update

Nominees for the open Board of Directors positions have accepted. The proposed slate will be approved at next week's Board of Directors meeting. Following their approval, the slate will go to Membership for final approval.

12. Audit Committee Update

Kathy informed the group that the RFP had been created and sent to (7) prospects. The deadline for submission is April 28th. Submissions will be reviewed and finalists will present in May.

13. TBID Updates & Nominations

Tom Patton updated the group on the Committee nominations and/or replacements. This slate will be presented to the Board for approval.

14. Advertising Agency Change

Kathy informed the group that VSB would not retain Cutwater as their marketing agency. Instead they will be working with Sparkloft, the media agency, who has opened a new division to assist with our current marketing efforts.

15. Upcoming Events

- Annual General Meeting May 10
- I AM Santa Barbara May 17

16. President's Report

17. Other Business

18. Adjourn

With no other business, the meeting adjourned at 9:27 a.m.

Minutes approved by:

SANTA BARBARA

THE AMERICAN RIVIERA®



Richard Yates, Secretary
Visit Santa Barbara

5-11-17

Date

