

SANTA BARBARA

THE AMERICAN RIVIERA®

Executive Committee Meeting

Friday, June 9, 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 May 11, 2017 Meeting | Karen Earp |
| 6. Approval of April 2017 VSB Financial Reports | Richard Nahas |
| 7. Approval of April 2017 TBID Financial Reports | Richard Nahas |
| 8. Approval of FY17/18 Budget | Karen Earp |
| 9. Approval of FY17/18 Marketing Plan | Karen Earp |
| 10. Approval of Executive Committee Slate | Karen Earp |
| 11. Approval of Office Lease Renewal | Richard Good |
| 12. Approval of CPA for Audit and Tax Preparation | Richard Nahas |

Discussion Items

- | | |
|------------------------|--------------------|
| 13. TBID Updates | Tom Patton |
| 14. Upcoming Events | Kathy Janega-Dykes |
| 15. President's Report | Kathy Janega-Dykes |
| 16. Other Business | |
| 17. Adjourn | |

Next Board Meeting: THURSDAY 6/22 at 8:30am **Next EC Meeting:** THURSDAY 7/13 at 8:00am

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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: 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 Wednesday, June 9, 2017

Attending: Michael Cohen, Karen Earp, Ed Gasterer, Richard Good, 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 8:03 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

Gwen Stauffer moved to approve the agenda of the June 9th, 2017 Executive Committee meeting; Tom Patton seconded; and the motion was passed unanimously.

5. Approval of Minutes of May 11, 2017 Meeting

Gwen Stauffer moved to approve the minutes of the May 11th, 2017 Executive Committee meeting; Tom Patton seconded; and the motion was passed unanimously.

6. Approval of April 2017 VSB Financial Reports

Richard Nahas reported that income for VSB is consistent and variances in expenses are due to timing.

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

7. Approval of April 2017 TBID Financial Reports

Richard Nahas reported that revenue was actual for the City and over budget. Estimates for County and Goleta. Timing variances in expenses in programs, specific to sponsorships and FAM tours.

Gwen Stauffer moved to approve April 2017 TBID financials; Ed Galsterer seconded; and the motion was passed unanimously.

8. Approval of 17/18 Budget

Richard Nahas reviewed the income/revenue of the budget noting the TBID projections were conservative. Expenses were reviewed.

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Michael Cohen moved to approve FY17/18 Budget; Richard Yates seconded; and the motion was passed unanimously.

9. Approval of FY17/18 Marketing Plan

Kathy reviewed the Marketing plan and the objectives. She spoke briefly about the plan and initiatives and noted the plan would be reviewed in detail at the Board meeting.

Ed Galsterer moved to approve the FY17/18 Marketing Plan; Richard Nahas seconded; and the motion was passed unanimously.

10. Approval of Executive Committee Slate

Karen reviewed the 17/18 Executive Committee slate.

Tom Patton moved to approve the 17/18 Executive Committee slate; Ed Galsterer seconded; and the motion was passed unanimously.

11. Approval of Office Lease Renewal

Richard Good updated the group on the office lease renewal. The lease extension would include; 5 year extension, increase on rent to \$2.00 sq. ft and CAM charges would not be capped. He requested approval from the group to allow Kathy to sign/renew the extension.

Richard Nahas moved to approve the Office Lease Renewal; Tom Patton seconded; and the motion was passed unanimously.

12. Approval of CPA for Audit and Tax Preparation

Richard Nahas updated the group on the decision of the Audit Committee to retain Stoltey and Associates (Brad Stoltey) as the CPA for an additional year. He discussed the RFP process which included several steps. An RFP was created and submitted to 7 CPA firms. Responses were collected and 3 firms were picked to interview. The firms each interviewed with the Audit Committee and from there it was narrowed down to 2. The final firms were referenced checked and reviewed. Kathy removed herself from the voting/decision and the audit committee made a final recommendation to retain services with Brad Stoltey.

Michael Cohen moved to approve to the recommendation to retain Stoltey and Associates (Brad Stoltey); Ed Galsterer seconded; and the motion was passed unanimously.

13. TBID Updates

Tom Patton updated the group that the next meeting will be scheduled later in the month.

14. Upcoming Events

Kathy notified the group that Travel Outlook was being planned for October with the keynote speaker being the principal from Destination Analysts to present the full findings of the Visitor Profile Study.

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15. President's Report

Kathy updated the group on IPW the biggest US show with international buyers and their concerns including the closure of Highway 1 and hotel rates.

Kathy also updated the group that Downtown Santa Barbara presented their findings of the Retail Study report and several recommendations were made.

16. Other Business

Ed notified the group of the Creeks meeting on June 20th regarding beaches and clean up.

17. Adjourn

With no other business, the meeting adjourned at 9:45 a.m.

Minutes approved by:



Barry Dorsey, Secretary
Visit Santa Barbara

7/20/17

Date