



South Coast Tourism Business Improvement District Committee Meeting

Tuesday, December 15, 2015

8:30am - 10:00am

Visit Santa Barbara

500 E. Montecito Street

Santa Barbara, CA 93103

AGENDA

Guest Speaker: Rebecca Bjork, Public Works Director, City of Santa Barbara - City Infrastructure Projects and Impact on Tourism

Action Items

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| 1. Call to Order | Tom Patton |
| 2. Antitrust Compliance | Tom Patton |
| 3. Public Comment | Members of the Public |
| 4. Approval of Agenda | Tom Patton |
| 5. Approval of September 24, 2015 Meeting Minutes | Tom Patton |
| 6. Approval of Q1 2015-2016 TBID Financials | Janet Ames |
| 7. Approval of Committee Replacement | Tom Patton |
| • Barry Dorsey of Hotel Milo assuming term of Chris Aldieri | |
| • Shashi Poudyal of Bacara assuming term of Kathleen Cochran | |

Discussion Items

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| 8. Marketing Overview | |
| Paid Advertising & Promotions | Noelle Buben |
| Social Media Strategy | JessyLynn Perkins |
| Public Relations | Karna Hughes |
| International Sales Update | Jen Trupiano |
| 9. Nominations for Committee Members | Tom Patton |
| 10. Staffing Updates | Kathy Janega-Dykes |
| 11. Planning Process for FY2015-2016 | Kathy Janega-Dykes |
| 12. Adjourn | |

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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.

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- 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.*