

# VISIT SANTA BARBARA THE AMERICAN RIVIERA®

**Board Meeting**  
Thursday, April 21<sup>st</sup>, 2016  
8:30am - 10:00am  
Location: Visit Santa Barbara

## AGENDA

**Speaker - Robin Elander and Robby Robinson, Summer Solstice Celebration: Programming Updates**

### **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 23 <sup>rd</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 VSB Contingency Fund Amount / Policy             | Richard Nahas         |
| 9. Approval of 2016 - 2017 TBID Committee Slate                 | Matthew La Vine       |

### **Discussion Items**

- |                                                         |                       |
|---------------------------------------------------------|-----------------------|
| 10. Staff Update - Marketing Activities                 | Jennifer Walker       |
| 11. 2017 / 2019 TBID Assessment Changes                 | Tom Patton            |
| 12. Proposed TOT Increase in Unincorporated County      | Tom Patton            |
| 13. Community Reports                                   |                       |
| • Hospitality Santa Barbara                             | Tom Patton            |
| • Santa Barbara Airport                                 | Hazel Johns           |
| • City of Santa Barbara                                 | Councilman Gregg Hart |
| 14. Upcoming Events                                     | Kathy Janega-Dykes    |
| • VSB Annual Tourism Luncheon                           | May 4 <sup>th</sup>   |
| • Goleta Valley Chamber of Commerce - State of the City | May 5 <sup>th</sup>   |
| 15. Staff Reports                                       | (on file)             |
| 16. President's Report                                  | Kathy Janega-Dykes    |
| 17. Other Business                                      | Matthew La Vine       |
| 18. Adjourn                                             | Matthew La Vine       |

**Next Board Meeting:** Friday, May 13<sup>th</sup>, 2016 8:30am - 10:00am **Location:** Visit Santa Barbara

# VISIT SANTA BARBARA

THE AMERICAN RIVIERA®

**VISION:** VSB 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 (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.*

# VISIT SANTA BARBARA THE AMERICAN RIVIERA®

**Meeting Minutes**  
**FY 2015/2016 Board of Directors**  
**Thursday, April 21<sup>st</sup>, 2016**

**Attending:** Amanda Allen, Leslie Brickell, Michael Cohen, Barry Dorsey, Karen Earp, Ed Galsterer, Gregg Hart, Hazel Johns, Matthew La Vine, Michael Morgan, Richard Nahas, Tom Patton, Theo Stephan, Brent Sumner, Tyler Tomblin, Pamela Webber, Richard Yates

**Absent:** Paul Hoyle, Morgen McLaughlin, Ryan Parker, Gwen Stauffer

**Staff:** Kathy Janega-Dykes, Helen Tu, Janet Ames, Jennifer Walker

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

---

**Speaker: Robin Elander and Robby Robinson, Summer Solstice Celebration: Programming Updates**

Robin Elander and Robby Robinson introduced themselves respectively as the Executive Director and the Development and Communications Director of the Summer Solstice Celebration. Robin presented the selected Solstice poster and T-shirt artwork created by local artists. The theme for this year's celebration is "Legends" and will feature a celebrated line up of local musicians and artists. Robin and Robby are focused on making the celebration more environmentally friendly and leaving a greener footprint by creating a solar- powered stage, reusing and repurposing materials from past years, accepting donated materials from the community, and partnering with organizations like Art from Scrap. They are also committed to encouraging local businesses to become food vendors and sponsors, promoting community support, and collaborating with local artistry and talent to make the celebration a success.

- 1. Call to Order**  
Matthew La Vine called the meeting to order at 8:50am.
- 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 comment.
- 4. Approval of Agenda**  
Matthew La Vine motioned to approve the agenda of the April 21<sup>st</sup>, 2016 Board meeting; Theo Stephan moved to approve; Barry Dorsey seconded; and the motion was passed unanimously.
- 5. Approval of Minutes of the March 23<sup>rd</sup>, 2016 Board meeting**  
Matthew La Vine motioned to approve the minutes of the March 23<sup>rd</sup>, 2016 Board meeting;

# VISIT SANTA BARBARA THE AMERICAN RIVIERA®

Michael Cohen moved to approve, Richard Yates seconded; and the motion was passed unanimously.

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

Richard Nahas reported that variances in media placement were due to the new website overages. Employee costs were under budget due to understaffing.

Ed Galsterer moved to approve the February 2016 VSB financials; Theo Stephan seconded; and the motion was passed unanimously.

**7. Approval of February 2016 TBID Financial Reports**

Richard Nahas reported that actuals are reported for all agencies. No variances to report in operations. Variances in programs were due to schedule and billing changes.

Theo Stephan moved to approve the February 2016 TBID financials, Amanda Allen seconded; and the motion was passed unanimously.

**8. Approval of 2016 - 2017 TBID Committee Slate**

Matthew La Vine presented the slate of proposed 2016 - 2017 TBID Committee members. Kathy informed the group that the slate requires the approval of the Board of Directors, the TBID Committee, and the TBID membership.

Ed Galsterer Stephan moved to approve the slate, Michael Morgan seconded; and the motion was passed unanimously.

**9. Staff Update – Marketing Activities**

VP of Marketing and Strategy Jennifer Walker informed the group that a new agency of record, Cutwater, was selected out of four finalists. Jennifer gave a brief overview of Cutwater, the considerations that went into selecting them, and how the Marketing Department is moving forward with them for the 2016/2017 Marketing Plan. Jennifer then addressed the numerous approaches to promote the new American Airlines Dallas flight such as print advertising in publications, digital advertising, hosting a Meetings & Media event in Dallas/Fort Worth, and various in-market activations to generate publicity. In recent marketing activities, VSB partnered with Visit CA for an insert in Sunset magazine for their Road Trips issue, has an upcoming cooperative InStyle insert in the LA Times emphasizing travel, and is the first to partner with Visit CA on a new dedicated e-newsletter. In upcoming news, VSB will be hosting a Tastemaker's event in partnership with the Santa Barbara Vintner's in LA to generate publicity for Santa Barbara wine and 16/17 Marketing Plan and 16/17 Budget is in the works.

**10. 2017 / 2019 TBID Assessment Changes**

Tom Patton presented the documentation that will be sent out to all members of the Tourism Business Improvement District to remind them of the first scheduled automatic CPI increase for the South Coast TBID, taking effect January 1, 2017 and again in 2019. Tom then answered questions from the group regarding the annual assessment rates and CPI increases.

# VISIT SANTA BARBARA THE AMERICAN RIVIERA®

**11. Proposed Increase in Santa Barbara County TOT**

Tom Patton informed the group that Santa Barbara County is proposing an increase for TOT to 12% in unincorporated areas and placing this on the upcoming November ballot. Kathy and Tom answered various questions from the group on the proposed increase.

**12. Community Reports**

- **Hospitality Santa Barbara**

Tom Patton informed the group of the issues HSB has been addressing, such as the Santa Barbara County TOT increase on the ballot and the minimum wage increase.

- **Santa Barbara Airport**

Hazel Johns reported that airport traffic is up 1.2% year-to-date, the SBA is applying for the Small Community Air Service Development Grant again this year, and Direct Relief will be purchasing land in the SBA's industrial area with approval from the city.

- **City of Santa Barbara**

Councilmember Gregg Hart reported that city revenues are softening across the board, so in order to balance the budget, capital investments have been reduced and a hiring chill has been instituted in order to save costs. Councilmember Hart also addressed the city funding request VSB submitted in context to the city's budget for next year.

**13. Upcoming Events**

- VSB Annual Tourism Luncheon May 4th
- Goleta Valley Chamber of Commerce - State of the City May 5th

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

**15. President's Report**

- No update.

**16. Other business**

- Michael Cohen informed the group of the Santa Barbara Adventure Company's Hospitality Trivia Night happening on April 27<sup>th</sup> and extended an invite to all.

**17. Adjourn**

With no other business, the meeting was adjourned at 9:48am.

VISIT  
**SANTA BARBARA**  
THE AMERICAN RIVIERA®

Minutes approved by:

Richard Yates, Secretary  
Visit Santa Barbara Board of Directors



Date 6-16-16