

SANTA BARBARA

THE AMERICAN RIVIERA®

Board of Directors Meeting

Thursday, May 18, 2017

8:30am – 10:00am

Location: Visit Santa Barbara

AGENDA

Guest Speaker – Cortney Hebert, Vice President and Paulina Tran, Visitor Services Manager – Goleta Valley Chamber of Commerce

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 April 13, 2017 2016 Meeting | Karen Earp |
| 6. Approval of March 2017 VSB Financial Reports | Richard Nahas |
| 7. Approval of March 2017 TBID Financial Reports | Richard Nahas |
| 8. | |

Discussion Items

- | | |
|---------------------------------------|-----------------------------------|
| 9. Marketing & Sales Update | Jennifer Walker & Michelle Carlen |
| 10. Recap of Congressional Roundtable | Kathy Janega-Dykes |
| 11. Board Vacancy | Karen Earp |
| 12. Committee Reports | |
| • TBID Committee | Tom Patton |
| • Marketing Committee | Michael Cohen |
| 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 |
| 15. President's Report | Kathy Janega-Dykes |
| 16. Other Business | |
| 17. Adjourn | |

Next Board Meeting: Thursday, June 22nd, 2017 8:30am – 10:00am **Location:** Visit Santa Barbara

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THE AMERICAN RIVIERA®

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: The Corporation is acknowledged by the entire community and its leaders as the indispensable organization for forging public / private partnerships and coalitions to promote our destination, increase visitor spending and sustain the outstanding quality of life in Santa Barbara County.

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.*

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Board of Directors Meeting Thursday, May 18th, 2017 Meeting Minutes

Attending: Kristin Battaglia, Barry Dorsey, Karen Earp, Ed Galsterer, Richard Good, Steve Hinkley, Paul Hoyle, Richard Nahas, Shaun O'Bryan, Tom Parker, Gwen Stauffer, Luke Swetland, Kristen Weidemann, Richard Yates, Pamela Webber

Absent: Michael Cohen, Tara Jones Haaf, Morgen McLaughlin, Ryan Parker, Shashi Poudyal, Hazel Johns, Gregg Hart

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

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

Speaker: Cortney Hebert, Vice President and Paulina Tran, Visitor Services Manager – Goleta Valley Chamber of Commerce

Cortney and Paulina spoke to the group about the Goleta Visitor Services and gave a TBID update. They briefly discussed the history and background of their organization and reviewed the current funding. They also discussed the impact of tourism on Goleta and went on to discuss their branding campaign. Go Goleta is the tagline they are currently using and have created a new website which launched in February. They are currently working with the Abbi Agency on their digital marketing campaign which includes 4 personas; Family Memory Builders, Young and Fun, Great Outdoors and Guys Getaways. They discussed support of events such as the World of Pinot Noir and UCSB as drivers to tourism, and spoke about the I am Santa Barbara: go Goleta program.

1. Call to Order

Karen Earp called the meeting to order at 8:52 a.m.

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 public comment.

4. Approval of Agenda

Karen Earp motioned to approve the agenda of the May 18th, 2017 Board meeting; Richard Nahas moved to approve; Gwen Stauffer seconded; and the motion was passed unanimously.

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5. Approval of Minutes of the April 13, 2017 Board meeting

Karen Earp motioned to approve the minutes of the April 13th, 2017 Board meeting; Ed Galsterer moved to approve; Richard Yates seconded; and the motion was passed unanimously.

6. Approval of March 2017 VSB Financial Reports

Richard Nahas reported that co-op advertising YTD was trailing the budget, but Y/Y was much better than prior years. 401k and salaries and wages were over budget due to increase participation from employees in the benefit and the hire of a part-time bookkeeper. Variances in programs were due to timing.

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

7. Approval of March 2017 TBID Financial Reports

Richard Nahas reported that TBID revenue exceeded the budget for March. Programs showed variances in collateral and FAM tours which would be offset in Q4, PR missions due to an event being postponed to next fiscal year, and research due to timing.

Richard Good moved to approve the March 2017 TBID financials; Tom Patton seconded; and the motion was passed unanimously.

8. Marketing Update

Jennifer Walker presented the Marketing Plan draft to the board and asked that they pay particular attention to the approach of the plan, including continuing the Miss Nothing campaign with some minor tweaks to the geographic priorities and audience. The final plan will be presented for approval by the Board in June.

9. Review of FY17/18 Draft Budget and Marketing Plan

Richard Nahas presented the preliminary budget to the group explaining that revenue was very conservative but accounted for the CPI increase, new properties coming online and the vacation rental market booking at hotels instead of short term rentals. The final budget will be presented for approval at the June Board meeting.

10. Recap of Congressional Roundtable

Karen spoke to the group about the Congressional Roundtable hosted at the Fess Parker with Congressman Salud Carbajal and US Travel. She noted it was a very engaging conversation regarding tourism and issues affecting our community including staffing issues, housing issues and larger issues affecting travel nationally.

11. Board Vacancy

Karen updated the group on Steve Hinkley's departure. He will be moving to Nashville and his final day is June 16th.

12. Committee Reports

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- TBID Committee
Tom notified the group that the next quarterly meeting was being scheduled for June 22nd. He also notified the group that a new record keeping policy would be created and presented to the Board for approval at the June Board and TBID meetings.
- Marketing Committee
No update.

13. Community Reports

- Hospitality Santa Barbara
Tom spoke to the group about the discussion with the City regarding the homelessness and noted that there is an increased need to address the issue with the legal limits, and inform the public about cutting the revenue stream to vagrants.
- Santa Barbara Airport
No update.
- City of Santa Barbara
No update.

14. Upcoming Events

15. President's Report

Kathy notified the group that the Audit Committee would be interviewing CPA's immediately following the Board meeting as a follow up the RFP sent for audit and tax preparation services.

16. Other business

No other business.

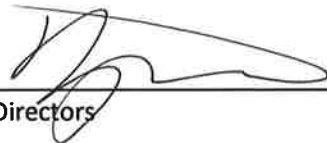
17. Adjourn

With no other business, the meeting was adjourned at 9:43 a.m.

Minutes approved by:

Richard Yates, Secretary

Visit Santa Barbara Board of Directors



Date

6-22-17