

SANTA BARBARA

THE AMERICAN RIVIERA®

Board of Directors Meeting

Thursday, February 16, 2017

8:30am - 10:00am

Location: Visit Santa Barbara

AGENDA

Guest Speaker – Sarah York Rubin, Executive Director, Santa Barbara County Office of Arts & Culture – Santa Barbara: Cultural Destination

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 January 19, 2017 2016 Meeting | Karen Earp |
| 6. Approval of December 2016 VSB Financial Reports | Richard Nahas |
| 7. Approval of December 2016 TBID Financial Reports | Richard Nahas |

Discussion Items

- | | |
|--|-----------------------------------|
| 8. Marketing & Sales Update | Jennifer Walker & Michelle Carlen |
| 9. Film Commission Update | Geoff Alexander |
| 10. Board Nominations | Karen Earp |
| 11. Board Committee Structure | Karen Earp |
| Nominating Committee | |
| Audit Committee | |
| 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 |
| • Visit California Outlook Forum (Bacara) | February 26-28 |
| • Annual Luncheon | May 10 |
| 15. Staffing Updates: Welcome Sarah Warman | Kathy Janega-Dykes |
| 16. President's Report | Kathy Janega-Dykes |
| 17. Other Business | |
| 18. Adjourn | |

SANTA BARBARA

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Next Board Meeting: Thursday, March 16th, 2017 8:30am – 10:00am **Location:** Visit Santa Barbara

MISSION: The Mission of Visit Santa Barbara is to promote the City of Santa Barbara, South Coast & surrounding County Communities, as a destination for travel and media production to create economic vitality.

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.*

SANTA BARBARA

THE AMERICAN RIVIERA

Board of Directors Meeting Thursday, February 16th, 2016 Meeting Minutes

Attending: Michael Cohen, Barry Dorsey, Karen Earp, Ed Galsterer, Steve Hinkley, Tara Jones, Morgen McLaughlin, Tom Parker, Gwen Stauffer, Kristen Weidemann, Richard Yates, Pamela Webber, Gregg Hart

Absent: Kristin Battaglia, Richard Good, Paul Hoyle, Richard Nahas, Shaun O'Bryan, Ryan Parker, Shashi Poudyal, Luke Swetland, Hazel Johns

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

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

Speaker: Sarah York Rubin, Executive Director, Santa Barbara County Office of Arts & Culture – Santa Barbara: Cultural Destination

Sarah spoke to the group about the Office of Arts & Culture (formerly the Arts Commission) regarding the work they do. They are a City/County partnership and support cultural practitioners and artists economically. Santa Barbara is 9th in California for artists per capita. She spoke about their responsibilities including managing two galleries, maintaining collections and cultural planning initiatives. She also presented the economic impact of nonprofit arts and culture organizations and their audiences in Santa Barbara County.

- 1. Call to Order**
Karen Earp called the meeting to order at 9:08 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 February 16th, 2017 Board meeting; Gwen Stauffer moved to approve; Richard Yates seconded; and the motion was passed unanimously.
- 5. Approval of Minutes of the January 19, 2016 Board meeting**
Karen Earp motioned to approve the minutes of the January 19th, 2016 Board meeting; Ed Galsterer moved to approve; Barry Dorsey seconded; and the motion was passed unanimously.

SANTA BARBARA

THE AMERICAN RIVIERA

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

Janet Ames reported that co-op revenue was over budget due to winter packages commencing and noted that revenue was scheduled based on timing. This line item will balance out at the end of the year. No other significant variances.

Michael Cohen moved to approve the December 2016 VSB financials; Barry Dorsey seconded; and the motion was passed unanimously.

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

Janet Ames reported that income was actual and showed an increase for City and Goleta but a slight decrease for County. No variances in Operations. Minor variances in programs as explained on the gap analysis.

Ed Galsterer moved to approve the December 2016 TBID financials; Gwen Stauffer seconded; and the motion was passed unanimously.

8. **Marketing & Sales Update**

Jennifer Walker updated the group on the cocktail competition and the winner Ginspiration Point. She spoke about additional opportunities surrounding this event, and its participants, and an additional event for VSB. She also updated the group on a new bounce back promotion for cruise ship visitors encouraging them to See SB Again.

Michelle Carlen update the group on sales activities including a very successful Helms Briscoe FAM and the increase focus on niche markets.

9. **Film Commission Update**

Geoff presented to the group and spoke about the distribution of production by type and geography and the economic impact of Q1 and Q2 YOY. He also spoke about the list of current and pending projects including photography, commercials, television and feature films. Lastly, he spoke about the collaboration and promotion of 20th Century Woman.

10. **Board Nominations**

Karen spoke to the group about board vacancies and those seats terming off this year. She invited members to participate in the nomination process.

11. **Board Committee Structure**

A nominating committee will be assembled to include Karen Earp, Ed Galsterer, Michael Cohen and Steve Hinkley. This group will research and nominate potential candidates to fill these positions. An audit committee will be assembled to include Richard Nahas, Gwen Stauffer and Tom Patton. This group will be tasked with researching the idea of hiring a new CPA for the annual Audit.

12. **Committee Reports**

- TBID Committee

Tom updated the group on the upcoming Q2 meeting at MOXI on March 8th.

SANTA BARBARA

THE AMERICAN RIVIERA

- Marketing Committee
Michael reported that marketing committee would meet once a year to review the draft of the marketing plan.

13. Community Reports

- Hospitality Santa Barbara
Tom recapped the annual general meeting and notified the group that the next meeting is scheduled for March 2nd with a focus on water.
- Santa Barbara Airport
Kathy updated the group on a meeting taking place February 21st.
- City of Santa Barbara
Gregg update the group on a few items including, the current water situation - Cachuma is at 18% capacity and Gibraltar reservoir is now full and spilling into Lake Cachuma. The desalination plant should be fully functional in 4-6 weeks and will produce 1/3 of the City's water needs. City Budget will fall short this year and Council is reviewing a public smoking ban and alcohol sales regulations.

14. Upcoming Events

- Visit California Outlook Forum February 26-28
- Annual Luncheon May 10

15. President's Report

Kathy reported that there is a proposed sales tax increase being discussed to pay for infrastructure projects. The County will also be reviewing the short term rental policy with a hearing in March. Lastly, she will be presenting the Cruise Ship Economic Impact Study to the harbor commissioners this evening.

16. Other business

No other business.

17. Adjourn

With no other business, the meeting was adjourned at 9:50 a.m.

Minutes approved by:

Richard Yates, Secretary
Visit Santa Barbara Board of Directors



Date

3-16-17