

SANTA BARBARA

THE AMERICAN RIVIERA®

Board of Directors Meeting

Thursday, January 19, 2017

8:30am - 10:00am

Location: Four Seasons Santa Barbara The Biltmore, El Mar Room

AGENDA

Guest Speaker – Police Chief Lori Luhn and Officer Hove, Santa Barbara Police Department – Safety & Homelessness issues facing our industry

Action Items

- | | |
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| 1. Call to Order | Gwen Stauffer |
| 2. Approval of Karen Earp as BOD Chair | Gwen Stauffer |
| 3. Antitrust Compliance | Karen Earp |
| 4. Public Comment | Members of the Public |
| 5. Approval of Agenda | Karen Earp |
| 6. Approval of Minutes of November 11, 2016 Meeting | Karen Earp |
| 7. Approval of October 2016 VSB Financial Reports | Richard Nahas |
| 8. Approval of October 2016 TBID Financial Reports | Richard Nahas |
| 9. Approval of November 2016 VSB Financial Reports | Richard Nahas |
| 10. Approval of November 2016 TBID Financial Reports | Richard Nahas |

Discussion Items

- | | |
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| 11. Marketing & Sales Update | Jennifer Walker & Michelle Carlen |
| 12. Cruise Ship Economic Impact Study Results | Kathy Janega-Dykes |
| 13. Committee Reports | |
| • TBID Committee | Tom Patton |
| • Marketing Committee | Michael Cohen |
| 14. Community Reports | |
| • Hospitality Santa Barbara | Tom Patton |
| • Santa Barbara Airport | Hazel Johns |
| • City of Santa Barbara | Councilman Gregg Hart |
| 15. Upcoming Events | Kathy Janega-Dykes |
| • Travel Outlook | January 20 th |
| • Official Drink of Santa Barbara Contest | January 26 th |
| • Visit California Outlook Forum (Bacara) | February 26-28 |
| 16. Staff Reports | (on file) |
| 17. President's Report | Kathy Janega-Dykes |
| 18. Other Business | |
| 19. Adjourn | |

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

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.*

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Board of Directors Meeting Thursday, January 19th, 2016 Meeting Minutes

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

Absent: 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: Police Chief Lori Luhnnow and Officer Cal Hove, Santa Barbara Police Department – Safety & Homelessness issues facing our industry

Police Chief Lori Luhnnow introduced herself to the group and gave a brief update on her history and position in Santa Barbara. She has now been in the role 6 months and is focusing on community policing, not just enforcement. She believes in getting out and finding the problems and working towards results. There are over 100 officers on her force with 20 currently in training. She is also focused on building a robust volunteer program and will work with Howie Giles as the volunteer administrator to build the program. This volunteer force will assist officers with greeting visitors, traffic control, special events, and elderly welfare checks to name a few responsibilities.

Officer Hove spoke to the group about the homeless issue in Santa Barbara County and their approach of dealing with them through restorative policing. He believes in the idea of identifying the issues with the homeless and helping them get the services they require to rehabilitate. He believes this approach will eliminate the problem long term as opposed to punishing them for a short term period.

1. Call to Order

Gwen Stauffer called the meeting to order at 9:30 a.m.

2. Approval of Karen Earp as BOD Chair

Gwen motioned to approve Karen Earp as the Board of Directors chair. Barry Dorsey moved to approve; Tom Patton seconded; and the motion was passed unanimously.

3. 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.

4. Public Comment

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Jennifer Walker updated the group on the marketing campaign and reported on campaign performance for the first two months. She discussed the methodology used and results including ROI and where visitors were coming from. She also update the group on the Miss Nothing retail promotion and the Official Drink of Santa Barbara contest.

Michelle Carlen update the group on sales activities including YTD numbers, shows and conferences in Denver, London, Sacramento and France. She also spoke about key trends for group sales and travel trends.

12. **Cruise Ship Economic Impact Study**

Kathy spoke to the group briefly about the new Cruise Ship Economic Impact Study. The last study was conducted in 2013. Full results of the new study will be presented at Travel Outlook but overall the results were positive.

13. **Committee Reports**

- **TBID Committee**

Tom update the group on the last quarterly meeting in December. Hazel spoke to the group about upcoming airline service appointments and their efforts to increase/improve service. He also notified the group that scheduled TBID CPI increase went into effect January 1st and properties would have to reassess their business to account for current tiers.

- **Marketing Committee**

Michael reported on his meeting with Jennifer and her plans for the upcoming years.

14. **Community Reports**

- **Hospitality Santa Barbara**

Tom encouraged the group to attend the Annual General Meeting on February 2nd.

- **Santa Barbara Airport**

Kathy updated the group on meeting with Southwest Airlines and American Airlines. She also spoke about the air alliance to develop a strategic approach to air service development, build revenue for the revenue guarantee fund and marketing service to airlines.

- **City of Santa Barbara**

No update.

15. **Upcoming Events**

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

17. **President's Report**

No report.

18. **Other business**

No other business.