

# SANTA BARBARA

THE AMERICAN RIVIERA®

## Board of Directors Meeting

Thursday, October 20, 2016

8:30am - 10:00am

Location: Visit Santa Barbara

### AGENDA

**Guest Speaker - Michael Litschi, LOSSAN Rail Corridor Agency & Scott Spaulding, SBCAG - Pacific Surfliner Marketing Update**

#### **Action Items**

- |  |                       |
|--|-----------------------|
| 1. Call to Order                                     | Ed Galsterer          |
| 2. Antitrust Compliance                              | Ed Galsterer          |
| 3. Public Comment                                    | Members of the Public |
| 4. Approval of Agenda                                | Ed Galsterer          |
| 5. Approval of Minutes of September 15, 2016 Meeting | Ed Galsterer          |
| 6. Approval of August 2016 VSB Financial Reports     | Richard Nahas         |
| 7. Approval of August 2016 TBID Financial Reports    | Richard Nahas         |
| 8. Approval of 2015-2016 Audit                       | Richard Nahas         |

#### **Discussion Items**

- |                               |                       |
|-------------------------------|-----------------------|
| 9. Marketing Update           | Jennifer Walker       |
| 10. Crisis Communication Plan | Karna Hughes          |
| 11. Committee Reports         |                       |
| • TBID Committee              | Tom Patton            |
| • Marketing Committee         | Michael Cohen         |
| 12. Community Reports         |                       |
| • Hospitality Santa Barbara   | Tom Patton            |
| • Santa Barbara Airport       | Hazel Johns           |
| • City of Santa Barbara       | Councilman Gregg Hart |
| 13. Upcoming Events           | Kathy Janega-Dykes    |
| • I AM Santa Barbara          | November 10           |
| 14. Staff Reports             | (on file)             |
| 15. President's Report        | Kathy Janega-Dykes    |
| 16. Other Business            |                       |
| 17. Adjourn                   |                       |

**Next Board Meeting:** Friday, November 11<sup>th</sup>, 2016 8:30am - 10:00am **Location:** Visit Santa Barbara

# 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.*

# SANTA BARBARA

## THE AMERICAN RIVIERA

### Board of Directors Meeting Thursday, October 20, 2016 Meeting Minutes

**Attending:** Kristin Battaglia, Michael Cohen, Ed Galsterer, Paul Hoyle, Tara Jones, Richard Nahas, Shaun O'Bryan, Ryan Parker, Tom Parker, Luke Swetland, Kristen Weidemann, Richard Yates, Gregg Hart

**Absent:** Barry Dorsey, Karen Earp, Richard Good, Steve Hinkley, Morgen McLaughlin, Shashi Poudyal, Gwen Stauffer, Hazel Johns, Pamela Webber

**Staff:** Lynda Dees, Janet Ames

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

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#### **Speaker: Michael Litschi, LOSSAN Rail Corridor Agency, Stella OTCA & Scott Spaulding, SBCAG – Pacific Surfliner Marketing Update**

Michael Litschi presented to the group on the LOSSAN agency as well as their role with the Pacific Surfliner. The LOSSAN corridor which includes Los Angeles, San Diego and San Luis Obispo is the second busiest Amtrak route in the U.S. The LOSSAN agency is a joint power agency of planning agencies that include the OTCA and SBCAG to marketing the route and make decisions about service to Santa Barbara. There are currently 10 trains/day, 298,000 annual trips and Santa Barbara is the 7<sup>th</sup> busiest station. Michael went on to describe the marketing efforts, social media strategy and two new trains to begin operating November 7<sup>th</sup>. They are engaging in destination brand marketing, and partnering with local breweries and wineries to create a more local experience. Additionally, they implemented a transit transfer program so that any passenger with a Surfliner ticket can ride MTD buses or public shuttles for free. Looking ahead they are launching a new website, creating a blog, and will continue to promote local events and destinations to overnight visitors. Additionally, they are looking into small group rates for families, or corporate rates for businesses and special event trains.

**1. Call to Order**

Ed Galsterer called the meeting to order at 9:03 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**

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## THE AMERICAN RIVIERA

Ed Galsterer motioned to approve the agenda of the October 20<sup>th</sup>, 2016 Board meeting; Richard Nahas moved to approve; Paul Hoyle seconded; and the motion was passed unanimously.

**5. Approval of Minutes of the September 15, 2016 Board meeting**

Ed Galsterer motioned to approve the minutes of the September 15<sup>th</sup>, 2016 Board meeting; Richard Yates moved to approve, Richard Nahas seconded; and the motion was passed unanimously.

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

Richard Nahas reported that we were still early in the fiscal year so most variances would be due to timing and balance out as the year went on.

Tom Patton moved to approve the August 2016 VSB financials; Shaun O'Bryan seconded; and the motion was passed unanimously.

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

Richard Nahas reported that the TBID financials were similar to VSB and variances were due to timing. The revenue collected is actual numbers.

Paul Hoyle moved to approve the August 2016 TBID financials; Richard Yates seconded; and the motion was passed unanimously.

**8. Approval of 2015-2016 Audit**

Richard presented the Audit and 990 for FY2015-2016 as delivered by Brad Stoltey, CPA. It is Brad's unmodified opinion that VSB financials were reported in accordance with the gap. He reviewed the statement of financial position, statement of activities and statement of cash flow.

Michael Cohen moved to approve the 2015-2016 Audit and 990; Shaun O'Bryan seconded; and the motion was passed unanimously.

**9. Marketing Update**

Jennifer Walker updated the group on the marketing campaign, which launched this week. She presented comp photos with actuals, as well as show 30 second and 15 second promo videos which are in market now. She also update the group on the Lou Hammond visit, our new PR Agency, and upcoming promotions including a drink of SB and possible retail opportunities with the Miss Nothing campaign.

**10. Crisis Communication Plan**

Karna Hughes spoke to the group about VSB's crisis communication plan. This details a plan of action for staff and responsibilities in the event of a crisis. The plan also included emergency contact information and spells out sequential procedures following an event. This includes responses within 24 hours of a crisis, one week and following the event.

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**11. Committee Reports**

- TBID Committee  
TBID Committee met September 29<sup>th</sup> and George Buell was the guest speaker. He spoke about the enforcement of short term rentals.
- Marketing Committee  
Co-op advertising campaign occurred last week and presented opportunities which include social media buys.

**12. Community Reports**

- Hospitality Santa Barbara  
No update.
- Santa Barbara Airport  
Hazel reported a 10.4% increase this September over last year and that all three airlines were seeing growth.
- City of Santa Barbara  
Gregg updated the group on the 101 Freeway, Phase 3 construction set to begin with Linden/Casitas bridges. The construction will take 4 years. He also spoke about a new ordinance banning large vehicles from parking in the city. Anything over 25' long or 80" high will no longer be allowed to park. Finally, he update on the water situation and noted that the desalination plant would not be online until February which would put the city at the limit for water. A plan to ban lawn watering is being discussed.

**13. Upcoming Events**

- I AM Santa Barbara November 10<sup>th</sup>

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

**15. President's Report**

No report.

**16. Other business**

No other business.

**17. Adjourn**

With no other business, the meeting was adjourned at 10:11 a.m.

Minutes approved by:

Richard Yates, Secretary  
Visit Santa Barbara Board of Directors



Date

11-11-16