

# SANTA BARBARA

## THE AMERICAN RIVIERA®

### Board of Directors Meeting

Thursday, June 22, 2017

8:30am - 10:00am

Location: Visit Santa Barbara

### AGENDA

**Guest Speaker: Maggie Campbell, Executive Director - Downtown Santa Barbara - Retail Study Findings**

#### **Action Items**

- |                                                                            |                       |
|----------------------------------------------------------------------------|-----------------------|
| 1. Call to Order                                                           | Gwen Stauffer         |
| 2. Antitrust Compliance                                                    | Gwen Stauffer         |
| 3. Public Comment                                                          | Members of the Public |
| 4. Approval of Agenda                                                      | Gwen Stauffer         |
| 5. Approval of Minutes of May 18, 2017 2016 Meeting                        | Gwen Stauffer         |
| 6. Approval of April 2017 VSB Financial Reports                            | Richard Nahas         |
| 7. Approval of April 2017 TBID Financial Reports                           | Richard Nahas         |
| 8. Approval of FY17/18 Budget                                              | Gwen Stauffer         |
| 9. Approval of FY17/18 Marketing Plan<br>(Presentation by Jennifer Walker) | Gwen Stauffer         |
| 10. Approval of FY17/18 Executive Committee Slate                          | Gwen Stauffer         |
| 11. Approval of TBID Records Policy                                        | Tom Patton            |

#### **Discussion Items**

- |                                   |                       |
|-----------------------------------|-----------------------|
| 12. Sales Update                  | Michelle Carlen       |
| 13. Board Vacancy - Wine Industry | Kathy Janega-Dykes    |
| 14. Committee Reports             |                       |
| • TBID Committee                  | Tom Patton            |
| • Marketing Committee             | Michael Cohen         |
| 15. Community Reports             |                       |
| • Hospitality Santa Barbara       | Tom Patton            |
| • Santa Barbara Airport           | Hazel Johns           |
| • City of Santa Barbara           | Councilman Gregg Hart |
| 16. Upcoming Events               | Kathy Janega-Dykes    |
| 17. President's Report            | Kathy Janega-Dykes    |
| 18. Other Business                |                       |
| 19. Adjourn                       |                       |

**Next Board Meeting:** Thursday, July 20, 2017 8:30am - 10:00am **Location:** Visit Santa Barbara  
500 E. Montecito Street, Santa Barbara, CA 93103 805.966.9222 [www.santabarbaraCA.com](http://www.santabarbaraCA.com)

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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, June 22<sup>nd</sup>, 2017 Meeting Minutes

**Attending:** Kristin Battaglia, Barry Dorsey, Richard Good, Paul Hoyle, Tara Jones, Richard Nahas, Shaun O'Bryan, Ryan Parker, Tom Patton, Shashi Poudyal, Gwen Stauffer, Kristen Weidemann, Richard Yates, Pamela Webber, Gregg Hart

**Absent:** Michael Cohen, Karen Earp, Ed Galsterer, Morgen McLaughlin, Luke Swetland, Hazel Johns

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

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

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#### **Speaker: Maggie Campbell, Executive Director – Downtown Santa Barbara – Retail Study Findings**

Maggie spoke to the group about the recent retail study conducted by Downtown Works. She discussed their background and similar projects they have worked on and the method used which included stakeholder interviews, observations, analysis of the trade area, quanti and quali-tative assessments, as well as recommendations. She reviewed these items in detail according to their report, and addressed both pros and cons of the Downtown area. Lastly, she discussed the nine recommendations made to improve the area.

- 1. Call to Order**  
Gwen Stauffer called the meeting to order at 9:15 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**  
Gwen Stauffer motioned to approve the agenda of the June 22<sup>nd</sup>, 2017 Board meeting; Richard Yates moved to approve; Tom Patton seconded; and the motion was passed unanimously.
- 5. Approval of Minutes of the May 18, 2017 Board meeting**  
Gwen Stauffer motioned to approve the minutes of the May 18<sup>th</sup>, 2017 Board meeting; Tom Patton moved to approve; Richard Yates seconded; and the motion was passed unanimously.
- 6. Approval of April 2017 VSB Financial Reports**  
Richard Nahas reported that VSB saw growth in income Y/Y and is currently over budget. Expenses

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in Operations show variances in 401k due to increased employee participation and salaries and wages due to the hire of a part-time bookkeeper and being fully staffed. Overall total programs are under budget.

Richard Good moved to approve the April 2017 VSB financials; Richard Yates seconded; and the motion was passed unanimously.

**7. Approval of April 2017 TBID Financial Reports**

Richard Nahas reported that TBID revenue was actual and over budget. Total program expenses were under budget due to timing, but will catch up by year end.

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

**8. Approval of FY17/18 Budget**

Richard Nahas reviewed the proposed budget for FY17/18, noting that the TBID income was conservative but accounted for new inventory, short term rentals, and the CPI increase. In expenses, salaries and wages would be over budget due to part-time bookkeeper and being fully staffed as compared to previous years. In Programs, an agency change is responsible from movement of funds from certain categories. Net income is over budget which is scheduled to be reprogrammed into the next fiscal year.

Richard Good moved to approve FY17/18 Budget; Richard Yates seconded; and the motion was passed unanimously.

**9. Approval of FY17/18 Marketing Plan**

Jennifer Walker presented the highlights of the new Marketing plan including the four key objectives; to extend overnight stays, drive demand for new product and experiences, maximize the visitor experience and influence long-term development of the destination and its brand. She also spoke about the strategy and approach for advertising, including demographics and target audiences, target interest verticals and new markets including India, Nevada and DC.

Richard Nahas moved to approve FY17/18 Marketing Plan; Tara Jones seconded; and the motion was passed unanimously.

**10. Approval of FY17/18 Executive Committee Slate**

Gwen Stauffer reviewed incoming Officers to the Executive Committee.

Richard Yates moved to approve the FY17/18 Executive Committee Slate; Tom Patton seconded; and the motion was passed unanimously.

**11. Sales Update**

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Michelle Carlen updated the group on sales activities noting they have already surpassed goals for 16/17 in sales leads and room nights booked. She also discussed specific victories for Cat, Suzy and Mark and updated on tradeshow and FAM's.

### 12. **Audit Committee Report**

Richard Nahas reviewed the process for which the audit committee went to bid for a new auditor/CPA. The process included creating an RFP which was sent to seven firms. Three responses were received and this group was selected to interview with the committee. Following these interviews, two finalists were selected and each were referenced checked. Kathy removed herself from the voting process and after much debate the Audit Committee decided to retain services with Brad Stoltey. This decision was approved by vote at the Executive Committee.

### 13. **Board Vacancy – Wine Industry**

Gwen updated the group on the two vacant board seats and asked the group for recommendations. It seems important to keep one of the seats open to someone in the wine industry.

### 14. **Committee Reports**

- **TBID Committee**  
Tom notified the group that the TBID committee approved both the budget and marketing plan at the Q4 meeting held yesterday, June 21<sup>st</sup>.
- **Marketing Committee**  
No update.

### 15. **Community Reports**

- **Hospitality Santa Barbara**  
Tom spoke to the group about the three things they were currently involved in. 1. City Council elections – they were conducting written and personal interviews with each candidate. 2. Beaches – met with the city regarding perception that the beaches are dirty. They will add an additional cleanup day to their weekly schedule and work on improving the messaging about why the beaches are kept a certain way (natural kelp).
- **Santa Barbara Airport**  
No update.
- **City of Santa Barbara**  
Gregg Hart spoke to the group about the infrastructure measure which will be on the ballot in November for an increase in sales tax. One cent was the most supported by the city residents, and these funds will be used for streets and roads, rebuilding the police station and downtown infrastructure.

### 16. **Upcoming Events**

### 17. **President's Report**

Kathy notified the group that she has accepted the resignation of Jen Trupiano.

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18. **Other business**  
No other business.
19. **Adjourn**  
With no other business, the meeting was adjourned at 10:10 a.m.

Minutes approved by:

Barry Dorsey, Secretary

Visit Santa Barbara Board of Directors



Date

7/28/17