

VISIT SANTA BARBARA THE AMERICAN RIVIERA®

Board Meeting
Thursday, July 21, 2016
8:30am - 10:00am
Location: Visit Santa Barbara

AGENDA

Guest Speaker - Steve Mitchem, PACE - Changing Landscape of Visitor Magazines

Action Items

- | | |
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| 1. Call to Order | Matthew La Vine |
| 2. Antitrust Compliance | Matthew La Vine |
| 3. Public Comment | Members of the Public |
| 4. Approval of Agenda | Matthew La Vine |
| 5. Approval of Minutes of June 16 th , 2016 Meeting | Matthew La Vine |
| 6. Approval of May 2016 VSB Financial Reports | Richard Nahas |
| 7. Approval of May 2016 TBID Financial Reports | Richard Nahas |

Discussion Items

- | | |
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| 8. Marketing Update | Jennifer Walker |
| • Marketing Plan | |
| • Campaign Update | |
| 9. Sales Update | Michelle Carlen |
| • IPW New Orleans - June | |
| • HelmsBriscoe Annual Business Conference Phoenix - June | |
| • Group Sales Customized Site Inspection Promotion | |
| 10. Committee Reports | |
| • TBID Committee | Tom Patton |
| • Marketing Committee | Michael Cohen |
| 11. Community Reports | |
| • Hospitality Santa Barbara | Tom Patton |
| • Santa Barbara Airport | Hazel Johns |
| • City of Santa Barbara | Councilman Gregg Hart |
| 12. Upcoming Events | Kathy Janega-Dykes |
| • Police Chief: Meet and Greet | August 31 |
| • Marketing Launch | September |
| 13. Staff Reports | (on file) |
| 14. President's Report | Kathy Janega-Dykes |



- 15. Other Business
- 16. Adjourn

Next Board Meeting: Thursday, September 15th, 2016 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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Meeting Minutes FY 2016-2017 Board of Directors Thursday, July 21, 2016

Attending: Kristin Battaglia, Michael Cohen, Barry Dorsey, Karen Earp, Ed Galsterer, Richard Good, Steve Hinkley, Paul Hoyle, Tara Jones, Matthew La Vine, Morgen McLaughlin, Michael Morgan, Richard Nahas, Tom Patton, Gwen Stauffer, Luke Swetland, Richard Yates, Hazel Johns, Pamela Webber

Absent: Shaun O'Bryan, Ryan Parker, Shashi Poudyal, Gregg Hart

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

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

Speaker: Steve Mitchem, PACE – Changing Landscape of Visitor Magazines

Steve Mitchem spoke to the group about the history and shift in the design of visitor magazines from advertising directories to storytelling pieces. Visit Santa Barbara has stayed ahead of the curve and is a leader in creating a storytelling piece that creates an emotional connection. He discussed next steps for the visitor magazines including; understanding your audience – how do you get to the right demographic? Design changes – how does it move someone? He mentioned they have hired a new designer to keep the prospective fresh. Lastly, he mentioned looking into new platforms and ways to use it more. He's looking into a digital version or using parts of the content on social media.

- 1. Call to Order**
Matthew La Vine called the meeting to order at 8:54am.
- 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**
Matthew La Vine motioned to approve the agenda of the July 21st, 2016 Board meeting; Gwen Stauffer moved to approve; Richard Good seconded; and the motion was passed unanimously.

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5. **Approval of Minutes of the June 16, 2016 Board meeting**
Matthew La Vine motioned to approve the minutes of the June 16th, 2016 Board meeting; Michael Cohen moved to approve, Gwen Stauffer seconded; and the motion was passed unanimously.

6. **Approval of May 2016 VSB Financial Reports**
Richard Nahas reported that as the year is wrapping up the variance are getting smaller and smaller. Income is over budget due to the Plains All American settlement. Expenses under salaries and wages are also under budget due to vacancies in staff positions.

Ed Galsterer moved to approve the May 2016 VSB financials; Barry Dorsey seconded; and the motion was passed unanimously.

7. **Approval of May 2016 TBID Financial Reports**
Richard Nahas reported that similar to VSB financials the TBID variances were getting smaller as the year comes to a close. Income is over budget due to changes in the TBID assessment model and some properties moving up to difference categories.

Gwen Stauffer moved to approve the May 2016 TBID financials; Richard Good seconded; and the motion was passed unanimously.

8. **Marketing Update**
Jennifer Walker updated the group on the marketing plan, which has just been emailed and will be available by print shortly. She also mentioned the new visitor profile survey would be initiated in September. Additionally, the marketing launch is scheduled for September 7th at the New Vic. Lastly, she update the group on the new marketing campaign, which was presented by the agency this week and will be presented to the Board following the meeting.

9. **Sales Update**
Michelle Carlen updated the group on year-end sales statistics which were up overall form last year. She also spoke about recent show participation including IPW an international show which had 63 appointments, 40 of which were new business. She also spoke about the HelmsBriscoe annual meeting with 30 meetings resulting in 3 new RFP's. Lastly she spoke about a new promotion targeting event planners bring 200+ room nights to SB from October – May to get more meeting planners here.

10. **Committee Reports**
 - TBID Committee
No update.
 - Marketing Committee

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Michael reiterated Jennifer's points about the Marketing plan and also welcomed new board members to consider the marketing committee.

11. Community Reports

- Hospitality Santa Barbara
Tom updated the group about the issue of short term rentals coming back to life with one vacation rental conducting private research on the impact to Santa Barbara. Additionally, after speaking to the city they have learned there are approximately 1,000-1,500 rental with only 26 having shut down.
- Santa Barbara Airport
Hazel updated the group on June's flight increase of 7% over last year. She also mentioned the Dallas flight was operating at 85% load factor. She has also met with several airlines to discuss generating more flights within California, and has also met with Southwest about the possibility of 4 daily flights.
- City of Santa Barbara
No update.

12. Upcoming Events

- Police Chief: Meet and Greet August 31st
- Marketing Launch September 7th

13. Staff Reports (on file)

14. President's Report

Kathy mentioned a Crisis Communication plan was being finalized and would be presented to the Board soon. This would address our process and procedures in the event of an emergency and/or crisis.

15. Other business

No other business.

16. Adjourn

With no other business, the meeting was adjourned at 9:47am.

Minutes approved by:

Richard Yates, Secretary
Visit Santa Barbara Board of Directors



Date

9-15-16

