

SANTA BARBARA

THE AMERICAN RIVIERA®

Executive Committee Meeting

Thursday, May 11, 2017

8:00am - 9:30am

Location: Visit Santa Barbara

AGENDA

Action Items

- | | |
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| 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 April 6, 2017 Meeting | Karen Earp |
| 6. Approval of March 2017 VSB Financial Reports | Richard Nahas |
| 7. Approval of March 2017 TBID Financial Reports | Richard Nahas |

Discussion Items

- | | |
|-------------------------------|--------------------|
| 8. FY17/18 Preliminary Budget | Richard Nahas |
| 9. Office Lease Renewal | Richard Good |
| 10. Audit Committee Update | Richard Nahas |
| 11. TBID Updates | Tom Patton |
| 12. Upcoming Events | Kathy Janega-Dykes |
| • State of the City - Goleta | May 12 |
| • I AM Santa Barbara | May 17 |
| • Amgen Stage 4 Start | May 17 |
| 13. President's Report | Kathy Janega-Dykes |
| 14. Other Business | |
| 15. Adjourn | |

Next Board Meeting: THURSDAY 5/18 at 8:30am **Next EC Meeting:** THURSDAY 6/9 at 8:00am

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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: Visit Santa Barbara is committed to promoting and elevating Santa Barbara's position as world-class destination for leisure and business travel. Visit Santa Barbara further serves to ensure tourism continues to contribute on a large scale, thereby enhancing the quality of life for all who live, work and play here.

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 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 the Bureau and by representatives of any members of the Bureau.

At any meeting of the membership of VSB or any committees of VSB, or at any meeting where any employee of VSB 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 Executive Committee Thursday, May 11, 2017

Attending: Richard Nahas, Tom Patton, Gwen Stauffer, Richard Yates
Absent: Michael Cohen, Ed Galsterer
Staff: Kathy Janega-Dykes, Lynda Dees, Janet Ames
Location: Visit Santa Barbara Office, 500 E. Montecito St., Santa Barbara, CA 93103

1. Call to Order

Karen Earp called the Executive Committee meeting to order at 8:05 a.m.

2. Antitrust Compliance

It is the policy of Visit Santa Barbara to fully comply with the antitrust laws of the United States.

3. Public Comment

No public comment.

4. Approval of Agenda

Gwen Stauffer moved to approve the agenda of the May 11th, 2017 Executive Committee meeting; Tom Patton seconded; and the motion was passed unanimously.

5. Approval of Minutes of April 6, 2017 Meeting

Richard Yates moved to approve the minutes of the April 6th, 2017 Executive Committee meeting; Gwen Stauffer seconded; and the motion was passed unanimously.

6. Approval of March 2017 VSB Financial Reports

Richard Nahas reported on variances in expenses. Co-op was under budget but more than previous year. Accounting Audit is over budget due to budget preparation. 401k and salaries and wages were over budget due to more staff participation and the hiring of a part-time bookkeeper. FAM tours are under budget but bill catch up with timing.

Gwen Stauffer moved to approve the March 2017 VSB financials; Richard Yates seconded; and the motion was passed unanimously.

7. Approval of March 2017 TBID Financial Reports

Richard Nahas reported that revenue was actual for the City and Goleta, but estimated for the County and total income overall should finish close to budget. In expenses, collateral is under budget as well as FAM tours, but those would be offset in Q4.

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

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8. FY 17/18 Preliminary Budget

Richard Nahas reviewed the preliminary budget noting this would need final approval in June by the Board. TBID income, City and County funding, salaries and wages and contract services were reviewed and discussed.

9. Office Lease Renewal

Richard Good updated the group on the current lease for the office. The lease is set to expire December 2017 and he is working with Gene McKnight on renewing/negotiating a renewal. He will present his recommendation to the group in June.

10. Audit Committee Update

Kathy informed the group that the committee will be interviewing the three firms that submitted a proposal to the RFP. Interviews will be held next Thursday, May 18th and will be 45 minutes each.

11. TBID Updates

Tom Patton updated the group that the next meeting will be scheduled in June, where they will also approve the budget and marketing plan.

12. Upcoming Events

- State of the City - Goleta May 12
- I AM Santa Barbara May 17
- Amgen Stage 4 Start May 17

13. President's Report

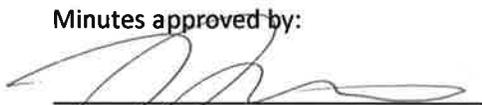
Kathy update the group on the Travel Talks with Salud Carbajal this week at the Fess Parker.

14. Other Business

15. Adjourn

With no other business, the meeting adjourned at 9:42 a.m.

Minutes approved by:


Richard Yates, Secretary
Visit Santa Barbara

6-9-17
Date