



Executive Committee Meeting

Thursday, June 11, 2015

8:00am - 9:30am

Location: Visit Santa Barbara

AGENDA

Action Items

- | | |
|---|-----------------------|
| 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 May 14, 2015 Meeting | Matthew La Vine |
| 6. Approval of April 2015 VSB Financial Reports | Richard Good |
| 7. Approval of April 2015 TBID Financial Reports | Richard Good |
| 8. Approval of FY2015/16 Budget | Richard Good |
| 9. Approval of FY2015/16 Marketing Plan | Matthew La Vine |
| 10. Approval of FY2015/16 Executive Committee Slate | Matthew La Vine |
| 11. Approval of FY2015/16 TBID Committee Chair & Vice Chair | Matthew La Vine |

Discussion Items

- | | |
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| 12. Oil Spill Impact | Kathy Janega-Dykes |
| 13. Board Replacement (Chris Aldieri, Hyatt) | Matthew La Vine |
| 14. TBID Updates | Tom Patton |
| 11. Staff Reports | (on file) |
| 12. President's Report | Kathy Janega-Dykes |
| 13. Other Business | |
| 14. Adjourn | |

Next Board Meeting: TUESDAY 6/16 at 8:30am

Next EC Meeting: THURSDAY 7/9 at 8:00am

VISIT SANTA BARBARA

THE AMERICAN RIVIERA®

MISSION: The Mission of Visit Santa Barbara is to promote the City of Santa Barbara, South Coast & surrounding County Communities, as a destination for travel and media production to create economic vitality. **VISION:** Visit Santa Barbara 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 Suzanne Richardson 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 2014/2015 Executive Committee Thursday, June 11, 2015

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

1. Call to Order

Matthew La Vine called the Executive Committee meeting to order at 8:08 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

Richard Good moved to approve the agenda of the June 11th, 2015 Executive Committee meeting; Richard Yates seconded; and the motion was passed unanimously.

5. Approval of Minutes of the May 14, 2015 Executive Committee meeting

Gwen Stauffer moved to approve the minutes of the May 14th, 2015 Executive Committee; Richard Yates seconded; and the motion was passed unanimously.

6. Approval of VSB April 2015 Financial Reports

Richard Good reported that VSB revenue is consistent with the forecast and that expenses are consistent with the conversation last month with variances in operations and programs related to scheduling.

Richard Nahas moved to approve the April 2015 TBID financials; Gwen Stauffer seconded; and the motion was passed unanimously.

7. Approval of TBID April 2015 Financial Reports

Richard Good reported that the revenue is actuals for the City of Santa Barbara, and estimates for Goleta and the County. Overall the revenue is off forecast. No operational variance for expenses, all related to programming and scheduling.

Gwen Stauffer moved to approve the April 2015 VSB financials; Richard Yates seconded; and the motion was passed unanimously.

8. Approval of FY2015/16 Budget

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This item was tabled. The recommendation from the committee is to form a Finance Committee to flush out the details and guidelines of the budget.

9. Approval of FY2015/16 Marketing Plan

Richard Good moved to approve the FY2015/16 Marketing Plan; Gwen Stauffer seconded; and the motion was passed unanimously.

10. Approval of FY2015/16 Executive Committee Slate

Richard Good moved to approve the FY2015/16 Executive Committee Slate; Richard Yates seconded; and the motion was passed unanimously.

11. Approval of FY2015/16 TBID Committee Chair & Vice Chair

Richard Good moved to approve the FY2015/16 TBID Committee Chair & Vice Chair; Gwen Stauffer seconded; and the motion was passed unanimously.

12. Oil Spill Impact

Kathy reported that the impact is still being assessed but so far no significant impact. A survey was sent to members and a second survey will be sent to Downtown businesses to find out if there is a reduction in business. The concern is the long term impact with perception and whether or not this will affect us. The area that has been the most impacted has been the fishing industry.

13. Board Replacement

Chris Aldieri from the Hyatt has resigned which leaves a vacancy for a hotelier on the Board of Directors. Recommendations for a replacement include the GM from Hotel Milo and the El Encanto. Gwen will reach out to see if they are interested in joining the Board.

14. TBID Updates

No update.

15. Staff Reports (on file)

16. President's Report

Kathy updated the committee on staff changes which include the resignation of both Jessica Harris and Kiki Ander. The Corragio group will be in to interview staff and give guidance on director level positions.

17. Other Business

No other business.

18. Adjourn

With no other business, the meeting adjourned at 9:28 a.m.

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Minutes approved by:

Richard Yates, Secretary
Visit Santa Barbara

Date