

VISIT SANTA BARBARA THE AMERICAN RIVIERA®

Board Meeting
Thursday, June 16th, 2016
8:30am – 10:00am
Location: Visit Santa Barbara

AGENDA

Guest Speaker – John Crombach, Interim Chief of Police – Santa Barbara Observations

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 April 21 st , 2016 Meeting | Gwen Stauffer |
| 6. Approval of Minutes of May 13 th , 2016 Meeting | Gwen Stauffer |
| 7. Approval of March 2016 VSB Financial Reports | Richard Nahas |
| 8. Approval of March 2016 TBID Financial Reports | Richard Nahas |
| 9. Approval of April 2016 VSB Financial Reports | Richard Nahas |
| 10. Approval of April 2016 TBID Financial Reports | Richard Nahas |
| 11. Approval of FY2016/17 Budget | Richard Nahas |
| 12. Approval of FY2016/17 Marketing Plan | Michael Cohen |
| 13. Approval of FY2016/17 Executive Committee | Gwen Stauffer |

Discussion Items

- | | |
|---|-----------------------|
| 14. Acknowledgement of outgoing board members | Kathy Janega-Dykes |
| 15. Recap of China Trade Mission | Kathy Janega-Dykes |
| 16. Committee Reports | |
| • TBID Committee | Tom Patton |
| • Marketing Committee | Michael Cohen |
| 17. Community Reports | |
| • Hospitality Santa Barbara | Tom Patton |
| • Santa Barbara Airport | Hazel Johns |
| • City of Santa Barbara | Councilman Gregg Hart |
| 18. Upcoming Events | Kathy Janega-Dykes |
| • Marketing Launch | TBD |
| 19. Staff Reports | (on file) |
| 20. President's Report | Kathy Janega-Dykes |



21. Other Business
22. Adjourn

Next Board Meeting: Thursday, July 21st, 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 2015/2016 Board of Directors Thursday, June 16th, 2016

Attending: Michael Cohen, Barry Dorsey, Karen Earp, Ed Galsterer, Paul Hoyle, Matthew La Vine, Richard Nahas, Ryan Parker, Gwen Stauffer, Richard Yates, Pamela Webber

Absent: Amanda Allen, Leslie Brickell, Kristin Battaglia, Morgen McLaughlin, Michael Morgan, Kay Morter, Tom Patton, Theo Stephan, rent Sumner, Tyler Tomblin, Hazel Johns, Gregg Hart

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

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

Speaker: John Crombach, Interim Chief of Police – City of Santa Barbara – Observations and Policy Changes

John Crombach introduced himself to the group and spoke about his history with the police force and the area. He spoke about his observations of the city and what the previous police chief's model of policing was. This included there principles: rapid response, random patrol and reactive investigators. He believes in a strategy of community policing, which is strategic in its application of resources. He mentioned that the newly appointed Chief of Police is also a contemporary thinker and would operate similar to his model. He noted that Santa Barbara's biggest issue was how to deal with the homeless. His approach was to take inventory of the homeless and find those that were in need of service and those that were service resistant. He also spoke about how to prevent crimes of opportunity which are common in the area.

1. **Call to Order**
Gwen Stauffer called the meeting to order at 9:13am.
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 comment.
4. **Approval of Agenda**
Gwen Stauffer motioned to approve the agenda of the June 16th, 2016 Board meeting; Matthew La Vine moved to approve; Barry Dorsey seconded; and the motion was passed unanimously.

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5. Approval of Minutes of the April 21st, 2016 Board meeting

Gwen Stauffer motioned to approve the minutes of the April 21st, 2016 Board meeting; Richard Nahas moved to approve, Matthew La Vine seconded; and the motion was passed unanimously.

6. Approval of Minutes of the May 13th, 2016 Board meeting

Gwen Stauffer motioned to approve the minutes of the May 13th, 2016 Board meeting; Richard Nahas moved to approve, Richard Yates seconded; and the motion was passed unanimously.

7. Approval of March 2016 VSB Financial Reports

Richard Nahas reported employee costs were under budget due to staffing changes.

Michael Cohen moved to approve the March 2016 VSB financials; Paul Hoyle seconded; and the motion was passed unanimously.

8. Approval of March 2016 TBID Financial Reports

Richard Nahas reported that YTD income was over budget due to increase in collections, which resulted in being over budget on net income.

Ed Galsterer moved to approve the March 2016 TBID financials; Matthew La Vine seconded; and the motion was passed unanimously.

9. Approval of April 2016 VSB Financial Reports

Richard Nahas reported employee costs were under budget due to staffing changes.

Barry Dorsey moved to approve the April 2016 VSB financials; Ryan Parker seconded; and the motion was passed unanimously.

10. Approval of April 2016 TBID Financial Reports

Richard Nahas reported that financials were over budget in collections which resulted in over budget on net income. Expense variance was due to program timing.

Michael Cohen moved to approve the April 2016 TBID financials; Barry Dorsey seconded; and the motion was passed unanimously.

11. Approval of FY2016/17 Budget

Kathy spoke to the group about the proposed budget and mentioned that it has already been presented and approved by the TBID Committee. Increase in TBID revenue was due to two factors; hotels moving into new categories and the CPI increase. This also includes new hotel inventory and 50% of vacation rentals being absorbed by traditional housing options.

Operations expenses will be similar to current year with the exception of an increase in salaries and wages due to staff additions and changes. Program expenses show a change in budget as contract services gets split into two categories; sales vs PR representation. Additionally there are new sales categories.

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Overall a deficit budget is presented which accounts for the surplus budget remaining this year, being rolled over and absorbed with the new budget and programming.

Ed Galsterer moved to approve the FY2016/17 Budget; Barry Dorsey seconded; and the motion was passed unanimously.

12. Approval of FY2016/17 Marketing Plan

Kathy presented the Marketing Plan to the group discussing the plan process, four key objectives and reviewing FY15/16 metrics. She discussed new research projects including a new visitor's profile survey and cruise ship study, and spoke about regional highlights affecting tourism. She also spoke about the marketing strategy and the geographical focus.

Michael Cohen moved to approve the FY2016/17 Marketing Plan; Richard Nahas seconded; and the motion was passed unanimously

13. Approval of FY2016/17 Executive Committee

Gwen presented the FY2016/17 Executive Committee recommendations to the group.

Barry Dorsey moved to approve the FY2016/17 Executive Committee; Paul Hoyle seconded; and the motion was passed unanimously.

14. Acknowledgment of Outgoing Board Members

Gwen mentioned outgoing Board Members terming out this year.

15. Recap of China Trade Mission

Kathy spoke about her CEO Mission to China and the areas visited. She spoke about the opportunity to partner in the wine expo and also spoke about the profile of the Chinese visitor changing to focus on luxury destinations.

16. Committee Reports

- TBID Committee
Approved both the budget and marketing plan at the June meeting.
- Marketing Committee
Spoke about co-op sales and the introduction of advertorial placements. Also, looking into social media co-op opportunities.

17. Community Reports

- Hospitality Santa Barbara
No update.
- Santa Barbara Airport
No update.
- City of Santa Barbara
No update.

18. Upcoming Events

500 E. Montecito Street, Santa Barbara, CA 93103
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- Marketing Launch

TBD (Mid-September)

19. **Staff Reports (on file)**
20. **President's Report**
No update.
21. **Other business**
No other business.
22. **Adjourn**
With no other business, the meeting was adjourned at 10:08am.

Minutes approved by:



Richard Yates, Secretary
Visit Santa Barbara

7-21-16
Date