

SANTA BARBARA

THE AMERICAN RIVIERA®

Executive Committee Meeting

Thursday, November 10, 2016

8:00am - 9:30am

Location: Visit Santa Barbara

AGENDA

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 October 13, 2016 Meeting | Gwen Stauffer |
| 6. Approval of September 2016 VSB Financial Reports | Richard Nahas |
| 7. Approval of September 2016 TBID Financial Reports | Richard Nahas |

Discussion Items

- | | |
|--|-----------------------------------|
| 8. Research Updates: Visitor Profile Study & Cruise Ship Economic Impact Study | Kathy Janega-Dykes |
| 9. Visit Santa Barbara Travel Outlook Agenda | Kathy Janega-Dykes |
| 10. Air Service Development Initiatives | Kathy Janega-Dykes |
| 11. TBID Updates | Tom Patton |
| 12. Upcoming Events <ul style="list-style-type: none">• I AM Santa Barbara | Kathy Janega-Dykes
November 10 |
| 13. Staff Reports | (on file) |
| 14. President's Report | Kathy Janega-Dykes |
| 15. Other Business | |
| 16. Adjourn | |

Next Board Meeting: FRIDAY 11/11 at 8:30am **Next EC Meeting:** THURSDAY 1/12 at 8:00am

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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 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, November 10, 2016

Attending: Michael Cohen, Ed Galsterer, Tom Patton, Gwen Stauffer, Richard Yates
Absent: Richard Nahas
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

Gwen Stauffer 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

Michael Cohen moved to approve the agenda of the November 10th, 2016 Executive Committee meeting; Tom Patton seconded; and the motion was passed unanimously.

5. Approval of Minutes of October 13, 2016 Meeting

Michael Cohen moved to approve the minutes of the October 13th, 2016 Executive Committee meeting; Ed Galsterer seconded; and the motion was passed unanimously.

6. Approval of September 2016 VSB Financial Reports

Janet Ames reported on various operations expenses including; legal, health and payroll, and salaries and wages. Variance are due to timing and overall financials are close to budget.

Ed Galsterer moved to approve the September 2016 VSB financials; Tom Patton seconded; and the motion was passed unanimously.

7. Approval of September 2016 TBID Financial Reports

Janet Ames reported that TBID revenue is only actual for the City and County and Goleta are estimates. All expenses are on track for the year.

Richard Yates moved to approve the September 2016 VSB financials; Michael Cohen seconded; and the motion was passed unanimously.

8. Research Updates: Visitor Profile Study & Cruise Ship Economic Impact Study

Kathy reported that the Cruise Ship study is now complete and results are expected December 2nd. Additionally, the first quarter visitor profile study is also complete.

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9. Travel Outlook Agenda

Kathy spoke to the group about the upcoming Travel Outlook program. The date is being scheduled in January, depending on other events. Speakers will include Peter Yesawich, Bruce Baltin and a representative from Visit California. More information to follow.

10. Air Service Development Initiatives

Kathy spoke to the group about an upcoming trips to meet with Southwest Airlines and American Airlines in Dallas, and Delta Airlines in Atlanta. The group from Santa Barbara will include the Hazel and the airport consultant and city representatives.

11. TBID Updates

No TBID updates.

12. Upcoming Events

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13. Staff Reports (on file)

14. President's Report

Kathy updated the group on a few items:

- Maggi is still looking for funding for the downtown retail study.
- New GM at the Fess Parker
- New GM for the Miramar project
- Visitor Magazine advertising and creation is underway with a new design team.
- SC Edison updates to downtown infrastructure to include above ground boxes.
- County Wine Ordinance – Morgen is looking for support to request additional time before a vote is made on November 22nd.

15. Other Business

Michael Cohen notified the group that the National Marine Sanctuary would be hosting government officials next week to discuss the positive effects of a sanctuary.

16. Adjourn

The meeting adjourned at 8:50 a.m.

Minutes approved by:



Richard Yates, Secretary
Visit Santa Barbara

11/2/17

Date