



## **Executive Committee Meeting**

**Thursday, November 12, 2015**

**8:00am – 9:30am**

**Location: Visit Santa Barbara**

### **AGENDA**

**Guest Speaker: Brad Stoltey, CPA – 2014-2015 Audit Report**

#### **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 8, 2015 Meeting    | Gwen Stauffer         |
| 6. Approval of September 2015 VSB Financial Reports  | Richard Nahas         |
| 7. Approval of September 2015 TBID Financial Reports | Richard Nahas         |
| 8. Approval of Audit                                 | Richard Nahas         |

#### **Discussion Items**

- |                                                                                                          |                    |
|----------------------------------------------------------------------------------------------------------|--------------------|
| 9. Staffing Updates                                                                                      | Kathy Janega-Dykes |
| 10. China Trade Mission/China Ready Program                                                              | Kathy Janega-Dykes |
| 11. Tom Patton Award                                                                                     | Gwen Stauffer      |
| 2015 California Hotel & Lodging Association Outstanding General Manager of the Year/Star of the Industry |                    |
| 12. Oil Spill Claim Process Update                                                                       | Tom Patton         |
| 13. Short Term Rentals/Homestays                                                                         | Tom Patton         |
| 14. TBID Updates                                                                                         | Tom Patton         |
| 15. Upcoming Events                                                                                      | Kathy Janega-Dykes |
| • Travel Outlook                                                                                         | December 9         |
| 16. Staff Reports                                                                                        | (on file)          |
| 17. President's Report                                                                                   | Kathy Janega-Dykes |
| 18. Other Business                                                                                       |                    |
| 19. Adjourn                                                                                              |                    |

**Next Board Meeting: FRIDAY 11/20 at 8:30am**

**Next EC Meeting: THURSDAY 1/14 at 8:00am**



**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.*

# VISIT SANTA BARBARA THE AMERICAN RIVIERA®

## Meeting Minutes FY 2015/2016 Executive Committee Thursday, November 12, 2015

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

### **Speaker: Brad Stoltey, CPA – 2014-2015 Audit Report**

Brad presented the group with the draft audit for FY2014-2015. There was nothing unusual to report and he presented required communications as well as his unqualified opinion. It is his opinion that VSB financial statements presented in accordance with accounting principles generally accepted in the US. He commented on the fact that management should not overwrite financial controls for the organization and to be aware of this for next year. The audit will need to be approved by the Board of Directors and then he can file the 990 on our behalf.

#### **1. Call to Order**

Gwen Stauffer called the Executive Committee meeting to order at 8:43 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 Nahas moved to approve the agenda of the November 12<sup>th</sup>, 2015 Executive Committee meeting; Tom Patton seconded; and the motion was passed unanimously.

#### **5. Approval of Minutes of the October 8, 2015 Executive Committee meeting**

Michael Cohen moved to approve the minutes of the October 8<sup>th</sup>, 2015 Executive Committee; Richard Yates seconded; and the motion was passed unanimously.

#### **6. Approval of September 2015 VSB Financial Reports**

Richard Nahas reported no updates and/or discrepancies.

Matthew La Vine moved to approve the September 2015 VSB financials; Tom Patton seconded; and the motion was passed unanimously.

#### **7. Approval of September 2015 TBID Financial Reports**

# VISIT SANTA BARBARA THE AMERICAN RIVIERA®

Ricahrd Nahas reported no extraordinary differences and that financial show two months of actual income.

Paul Hoyle moved to approve the September 2015 TBID financials; Michael Cohen seconded; and the motion was passed unanimously.

**8. Pre-Approval of 2014-2015 Audit**

Richard Nahas moved to approve the 2014-2015 Audit; Tom Patton seconded; and the motion was passed unanimously. This will be taken to vote at the Board meeting next week.

**9. Staffing Updates**

Kathy updated the group on staffing updates including: Jennifer Walker, VP of Marketing starting on December 7<sup>th</sup>, Jaime Shaw will begin pregnancy disability leave on November 20<sup>th</sup> which will incur some costs at she will need to be paid accrued vacation and sick time and her medical insurance will be covered. Lastly, the search for a Director of Sales has begun and Kathy is interviewing a few candidates.

**10. China Trade Mission/China Ready Seminar**

Kathy updated the group on her recent trip to China and informed the group that now is the time to focus on China visitors. She was the only agency outside of LA invited to attend the China Trade Mission which provided an overview on how important the China market is to California. The China Ready seminar emphasized to be prepared for the small group tours not the large group tours. These smaller groups are traveling with family and looking for an experiential trip. Businesses who are China Ready will need to modify their businesses for China.

**11. Tom Patton – 2015 California Hotel & Lodging Association Outstanding General Manager of the Year/Star of the Industry**

Gwen notified the group of Tom's prestigious award. He is the first winner in Santa Barbara and was nominated by Drew Wakefield. He will be awarded at a luncheon next week.

**12. Short Term Rentals/Homestays**

Tom gave a quick update on the Short Term Rental situation related to homestays. Not much additional information is available but Randy Rowse has asked the lodging industry for input. The issues at hand are how to define a homestay rental, how to register these properties, and how to enforce ordinances.

**13. TBID Updates**

No updates – Tom notified the group a meeting is being scheduled in December.

**14. Upcoming Events –**

Travel Outlook

December 9

**15. Staff Reports (on file)**

# VISIT SANTA BARBARA THE AMERICAN RIVIERA®

## **16. President's Report**

Kathy notified the group that Kay Morter would be retiring and her seat would need to be filled going into the New Year. Her term is until 2017. Justin from Julianne has expressed interest in joining the Board.

Additionally, Kathy will be meeting with the airport this morning to discuss airport strategy. She also notified the group that she is in the process beginning a local awareness initiative.

## **17. Other Business**

No other business.

## **18. Adjourn**

The meeting adjourned at 9:43 a.m.

Minutes approved by:

---

Richard Yates, Secretary  
Visit Santa Barbara

---

Date