

# SANTA BARBARA

THE AMERICAN RIVIERA®

## Executive Committee Meeting

Thursday, October 13, 2016

8:00am - 9:30am

Location: Visit Santa Barbara

## AGENDA

**Guest Speaker: Maggie Campbell, Downtown Santa Barbara - Overview of Retail Study**

### 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 September 8, 2016 Meeting | Gwen Stauffer         |
| 6. Approval of August 2016 VSB Financial Reports    | Richard Nahas         |
| 7. Approval of August 2016 TBID Financial Reports   | Richard Nahas         |

### Discussion Items

- |  |                                   |
|--|-----------------------------------|
| 8. 2015-2016 Audit Report  | Brad Stoltey, CPA                 |
| 9. TBID Updates  | Tom Patton                        |
| 10. Upcoming Events <ul style="list-style-type: none"><li>• I AM Santa Barbara</li></ul> | Kathy Janega-Dykes<br>November 10 |
| 11. Staff Reports  | (on file)                         |
| 12. President's Report   | Kathy Janega-Dykes                |
| 13. Other Business   |                                   |
| 14. Adjourn  |                                   |

**Next Board Meeting:** THURSDAY 10/20 at 8:30am    **Next EC Meeting:** THURSDAY 11/10 at 8:00am

# 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 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.*

# SANTA BARBARA

## THE AMERICAN RIVIERA

### Meeting Minutes FY 2016-2017 Executive Committee Thursday, October 13, 2016

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

Absent:

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

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

#### **Guest Speaker: Maggie Campbell, Downtown Santa Barbara – Overview of Retail Study**

Maggie Campbell reported on the declining state of the downtown retail environment. With higher rents and a higher number of vacancies she is committed to improving the situation. They have enlisted the help of a National Consultant, Downtown Works, to conduct a retail study to create a plan of action for Downtown Santa Barbara. Her goal is to raise the funds to conduct the analysis and eventually hire a recruiter out of her office to maintain the proposed plan. She is requesting a \$15,000 contribution from Visit Santa Barbara.

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

Gwen Stauffer called the Executive Committee meeting to order at 8:25 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**

Tom Patton moved to approve the agenda of the October 13<sup>th</sup>, 2016 Executive Committee meeting; Richard Nahas seconded; and the motion was passed unanimously.

#### **5. Approval of Minutes of September 8, 2016 Meeting**

Richard Nahas moved to approve the minutes of the September 8<sup>th</sup>, 2016 Executive Committee meeting; Tom Patton seconded; and the motion was passed unanimously.

#### **6. Approval of August 2016 VSB Financial Reports**

Richard Nahas reported that prepaid expenses are higher due to the pre-payment to Cutwater, some tradeshow requiring early payment and some contracts paying up front. Other variances were due to timing.

Tom Patton moved to approve the August 2016 VSB financials; Richard Yates seconded; and the motion was passed unanimously.

# SANTA BARBARA

## THE AMERICAN RIVIERA

### **7. Approval of August 2016 TBID Financial Reports**

Richard Nahas reported under Programs there is a now a booking engine fees line items so that these payments would no longer be reported under TBID contingency line.

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

### **8. Approval of Contribution to Downtown Santa Barbara Retail Study**

Michael Cohen moved to approve VSB's financial contribution to the Downtown Santa Barbara Retail Study August 2016 VSB financials; Richard Yates seconded; and the motion was passed unanimously.

### **9. 2015-2016 Audit Report**

Brad Stoltey presented the results of his audit as well as the 990 to be filed. The audit contained his unmodified opinion and reported that the financials were in accordance with the gap. The statement of financial position showed a growth in prepaid expenses (due to Cutwater pre-payments) and accounts receivable is up due to increased revenue (TBID). The statement of financial activities showed an increase in net assets and the statement of cash flow showed a decrease.

Brad also reviewed the 990 particular sections included the list of Board members, statement of revenue which mirrored the statement of activities, statement of expenses and balance sheet.

### **10. TBID Updates**

Tom updated the group on the TBID meeting from September 29<sup>th</sup>. Quorum was not met as attendance was very low. Guest speaker was George Buell reporting on the status and enforcement of short term rental closings.

### **11. Upcoming Events**

### **12. Staff Reports (on file)**

### **13. President's Report**

No update.

### **14. Other Business**

No other business.


### **15. Adjourn**

The meeting adjourned at 9:02 a.m.

# SANTA BARBARA

THE AMERICAN RIVIERA<sup>®</sup>

Minutes approved by:



Richard Yates, Secretary  
Visit Santa Barbara

11-10-16

Date