

VISIT SANTA BARBARA THE AMERICAN RIVIERA®

Board Meeting
Thursday, September 17, 2015
8:30am - 10:00am
Location: Visit Santa Barbara

AGENDA

Speaker #1: Browning Allen - Transportation, Streets and Parking Manager, City of Santa Barbara - Wayfinding Program

Speaker #2: Robin Elander - Director, Global Good Impact, Coordinator, COAST - SB Open Streets

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 July 21, 2015 Meeting | Gwen Stauffer |
| 6. Approval of June 2015 VSB Financial Reports | Richard Nahas |
| 7. Approval of June 2015 TBID Financial Reports | Richard Nahas |
| 8. Approval of July 2015 VSB Financial Reports | Richard Nahas |
| 9. Approval of July 2015 TBID Financial Reports | Richard Nahas |

Discussion Items

- | | |
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| 10. Industry Relations Manager Introduction | Jamie Tubbs |
| 11. VSB Organizational Structure Recommendations | Gwen Stauffer |
| 12. Travel Outlook | Kathy Janega-Dykes |
| 13. Committee Reports | |
| • TBID Committee | Tom Patton |
| • Marketing Committee | Michael Cohen |
| Community Reports | |
| • GSBLRA | Tom Patton |
| • Downtown Santa Barbara | Kathy Janega-Dykes |
| • Santa Barbara Airport | Hazel Johns |
| • City of Santa Barbara | Councilman Gregg Hart |
| 14. Upcoming Events | Kathy Janega-Dykes |
| • I am Santa Barbara | September 30 |
| • Epicure.sb | October 1 - 31 |
| 15. Staff Reports | (on file) |



- 16. President's Report Kathy Janega-Dykes
- 17. Other business
- 18. Adjourn

Next Board Meeting: Thursday, October 15, 2015 8:30am – 10:00am **Location:** Visit Santa Barbara

MISSION: The Mission of Visit Santa Barbara (VSB) 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:** 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, September 17, 2015

Attending: Amanda Allen, Michael Cohen, Barry Dorsey, Karen Earp, Ed Galsterer, Paul Hoyle, Matthew La Vine, Morgen McLaughlin, Michael Morgen, Kay Morter, Richard Nahas, Tom Patton, Gwen Stauffer, Richard Yates, Hazel Johns, Pamela Webber

Absent: Leslie Brickell, Casey Graves, Ryan Parker, Theo Stephan, Brent Sumner, Tyler Tomblin, Gregg Hart

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

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

Speaker: Browning Allen – Transportation, Streets and Parking Manager, City of Santa Barbara – Wayfinding Program

Browning spoke to the group about the Wayfinding Program. He presented the project goals as well as examples of existing sign conditions to illustrate the need for a more uniform program. They hired a firm to conduct a color study as well as create a family of signs to be used throughout the city. He presented final sign examples which included specific designs for the Downtown area, Waterfront and City at Large. Additionally, he discussed the vehicular program and directional signs, the pedestrian program and directional signs and the parking program and directional signs. The project is scheduled to be presented to the Design Review Board next month and hopefully presented to City Council by December so they can include the program in next year's budget. Browning also reported that he was under budget on his planning budget and had enough surplus funding to support the first phase of the project as soon as January 2016.

- 1. Call to Order**
Gwen Stauffer called the meeting to order at 9:01am.
- 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 public comment.
- 4. Approval of Agenda**
Gwen Stauffer motioned to approve the agenda of the September 17, 2015 Board meeting with; Kay Morter moved to approve; Michael Cohen seconded; and the motion was passed unanimously.
- 5. Approval of Minutes of the July 21, 2015 Board meeting**



Kay Morter moved to approve the minutes of the July 21st Board meeting; Barry Dorsey seconded; and the motion was passed unanimously.

6. Approval of June 2015 VSB Financial Reports

Richard Nahas reported that June financials were the end of last fiscal year. Total income was on target, while total employee costs were under budget due to staff vacancies. Overall this led to a saving in total operations expenses. Total program expenses were on target and net income was over budget due to those employee vacancies.

Michael Cohen moved to approve the June 2015 VSB financials; Kay Morter seconded; and the motion was passed unanimously.

7. Approval of June 2015 TBID Financial Reports

Richard Nahas reported that total income was over budget due to an increase in collections in TBID income. This was due to the change in model and an increase in occupancy and ADR. He also reported that total program costs were over budget due to reprogramming of surplus budget being allocated to marketing programs. Overall net income was on target with the exception of the additional funds being spent on programs.

Matthew La Vine moved to approve the June 2015 TBID financials, Kay Morter seconded; and the motion was passed unanimously.

8. Approval of July 2015 VSB Financial Reports

Richard Nahas reported that July was the first month of the new fiscal year so there was little variance between MTD and YTD.

Michael Cohen moved to approve the July 2015 VSB financials; Kay Morter seconded; and the motion was passed unanimously.

9. Approval of July 2015 TBID Financial Reports

Richard Nahas reported as with VSB financials MTD and YTD showed little variance.

Kay Morter moved to approve the July 2015 TBID financials, Matthew La Vine seconded; and the motion was passed unanimously.

10. Industry Relations Manager Introduction

Jamie Tubbs introduced herself to the group and discussed her goals for the upcoming year.

11. VSB Organizational Structure Recommendations

Gwen Stauffer spoke to the group about the assessment done by the Corragio Group in reviewing the current structure of VSB as well as talking to staff about what was working and what was missing to determine recommendations. She reported that VSB would be hiring a VP of Marketing and Strategy position which would oversee the Marketing, Industry Relations and Communications departments. Additionally, VSB would also look to hire a Director of Sales position to oversee Group Sales and expand overall sales for VSB. She mentioned that both

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positions would now be number two positions under Kathy, with all other Managers reporting up to them. These positions were also previously approved in the budget so there would be minimal impact to the overall budget once these positions were put into place. The goal is to have the VP of Marketing position filled by November with the recruitment of the Sales position happening after that.

12. Travel Outlook

Kathy spoke to the group about the upcoming Travel Outlook program scheduled for December 9th at the Four Seasons. The format will be different than previous years with the guest speakers to include: Caroline Betteta from Visit California to speak about their upcoming plans with the new increased budget; a representative from STR to speak about the forecast for Santa Barbara; and lastly a panel to discuss looking ahead for Santa Barbara and what's coming up. This would include Hazel Johns speaking about air service development and potentially someone from the Downtown Organization speaking about their developments.

13. Committee Reports

- TBID Committee

Tom Patton reported that the next quarterly meeting was scheduled for September 24th and all Board members are invited to attend. The upcoming discussion would be what to do with vacation rentals following the city's decision to eliminate them.

Marketing Committee

Michael Cohen reported about the progress of the website development. He mentioned that he was very pleased with the ideas being discussed and that the new site would have a more visual format benefiting the members. He also mentioned that the booking widget would remain but be imbedded lower on the page in text.

Community Reports

- GSBL&RA

Tom Patton reminded the group about the upcoming luncheon with Cam Sanchez to discuss progress on safety issues in the City and encouraged the Board to attend.

- Downtown Santa Barbara

Kathy reported that the DO is looking to address the mix of downtown businesses including retail and restaurants to make sure a shopping experience remains in the area. They will be addressing the mix of businesses taking over vacant retail spaces.

- Santa Barbara Airport

Hazel Johns reported that the airlines are doing well and up 3.9% with AA up over 8%, United 5.6% and Alaska 32% due to the addition of the Seattle flight. She is still waiting to hear status of the air service grant and whether we are a recipient. Additionally, she is meeting with Alaska airlines regarding SB being authorized as a TSA pre-check location for frequent flyers.

- City of Santa Barbara

No update.

14. Upcoming Events

- I am Santa Barbara
- Epicure.sb

September 30

October 1-31

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15. **Staff Reports (on file)**
16. **President's Report**
Reminder that the Board is dark in August and meetings will resume in September.
17. **Other business**
No other business.
18. **Adjourn**
With no other business, the meeting was adjourned at 9:50am.

Minutes approved by:

Richard Yates, Secretary _____ Date _____
Visit Santa Barbara Board of Directors