



Executive Committee Meeting

Wednesday, September 9, 2015

8:00am - 9:30am

Location: Visit Santa Barbara

AGENDA

Speaker: Craig Trames, Corragio Group - Organizational Structure Recommendations

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 9, 2015 Meeting | Gwen Stauffer |
| 6. Approval of Recommendations from Corragio Group | Gwen Stauffer |
| 7. Approval of June 2015 VSB Financial Reports | Richard Nahas |
| 8. Approval of June 2015 TBID Financial Reports | Richard Nahas |
| 9. Approval of July 2015 VSB Financial Reports | Richard Nahas |
| 10. Approval of July 2015 TBID Financial Reports | Richard Nahas |

Discussion Items

- | | |
|--------------------------|--------------------|
| 11. ESTO Awards | Kathy Janega-Dykes |
| 12. Travel Outlook | Kathy Janega-Dykes |
| 13. TBID Updates | Tom Patton |
| 14. Upcoming Events | Kathy Janega-Dykes |
| • New Member Orientation | September 10 |
| • I am Santa Barbara | September 30 |
| • Epicure.sb | October 1 - 31 |
| 11. Staff Reports | (on file) |
| 12. President's Report | Kathy Janega-Dykes |
| 13. Other Business | |
| 14. Adjourn | |



Next Board Meeting: THURSDAY 9/17 at 8:30am

Next EC Meeting: THURSDAY 10/8 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 Wednesday, September 9, 2015

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

Guest Speaker: Craig Trames, Corragio Group – Organizational Structure Recommendations

Craig presented his research and findings from his one-on-one interviews with VSB staff to understand the needs and wants of the organization regarding organizational structure. He identified four themes from his interviews: Operational Effectiveness, Integration, Building on Success and Learning and Personal Growth. He reviewed each theme and his recommendations, and discusses his overall organizational structure recommendations including hiring and restructuring a few key positions.

1. Call to Order

Gwen Stauffer called the Executive Committee meeting to order at 8:50 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 September 9th, 2015 Executive Committee meeting with the addition of the approval of Corragio's recommendations to Action Item #6; Richard Yates seconded; and the motion was passed unanimously.

5. Approval of Minutes of the July 9, 2015 Executive Committee meeting

Richard Yates moved to approve the minutes of the July 9th, 2015 Executive Committee; Tom Patton seconded; and the motion was passed unanimously.

6. Approval of Recommendations from Corragio Group

Tom Patton moved to approve the Organizational Structure Recommendations presented by the Corragio Group; Richard Nahas seconded; and the motion was passed unanimously.

7. Approval of June 2015 VSB Financial Reports

Richard Nahas reported that year end VSB net income was over budget due to employee costs/operations. Consistent with the last few months, salaries reflected a savings. Program expenses fluctuated.

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Richard Yates moved to approve the June 2015 TBID financials; Richard Nahas seconded; and the motion was passed unanimously.

8. Approval of June 2015 TBID Financial Reports

Richard Nahas reported that the TBID revenue income was also over budget, but programs were on target for the year. Bottom line was over budget due to savings in the contingency funds.

Richard Yates moved to approve the June 2015 VSB financials; Richard Nahas seconded; and the motion was passed unanimously.

9. Approval of July 2015 VSB Financial Reports

Richard Nahas has no variances to report as this is the first month of the budget.

Tom Patton moved to approve the July 2015 TBID financials; Richard Nahas seconded; and the motion was passed unanimously.

10. Approval of July 2015 TBID Financial Reports

Richard Nahas has no variances to report as this is the first month of the budget. Mentioned that program expense lines needed to be reconciled.

Tom Patton moved to approve the July 2015 TBID financials; Richard Nahas seconded; and the motion was passed unanimously.

11. ESTO Awards

Kathy spoke to the group about two major awards VSB recently won at the US Travel ESTO Conference. These were for the Brighten Your Day campaign and VSB was awarded Best Branding & Integrated Marketing Campaign and Best Social Media Campaign.

12. Travel Outlook

Kathy spoke to the group about the upcoming Travel Outlook program which has been tentatively scheduled for Wednesday, December 9th. She discussed the format and potential guest speakers.

13. TBID Updates

No update.

14. Upcoming Events –

New Member Orientation	September 10
I am Santa Barbara	September 30
Epicure.sb	October 1 - 31

15. Staff Reports (on file)

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16. President's Report

Kathy updated the committee on the I Shine campaign launch at two events in SF and Sausalito over the weekend. She also spoke about the US China event she is attending this week and the dinner VSB is co-sponsoring which should bring good exposure to Santa Barbara.

17. Other Business

No other business.

18. Adjourn

The meeting adjourned at 9:45 a.m.

Minutes approved by:

Richard Yates, Secretary
Visit Santa Barbara

Date