

SANTA BARBARA

THE AMERICAN RIVIERA®

Executive Committee Meeting

Thursday, September 8, 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 July 14, 2016 Meeting | Gwen Stauffer |
| 6. Approval of June 2016 VSB Financial Reports | Richard Nahas |
| 7. Approval of June 2016 TBID Financial Reports | Richard Nahas |
| 8. Approval of July 2016 VSB Financial Reports | Richard Nahas |
| 9. Approval of July 2016 TBID Financial Reports | Richard Nahas |

Discussion Items

- | | |
|-----------------------------|--------------------|
| 10. Marketing Launch | Kathy Janega-Dykes |
| 11. Air Service Development | Kathy Janega-Dykes |
| 12. Downtown Retail Study | Kathy Janega-Dykes |
| 13. Board Vacancies | Gwen Stauffer |
| 14. TBID Updates | Tom Patton |
| 15. Upcoming Events | Kathy Janega-Dykes |
| • I AM Santa Barbara | September 26 |
| • Mega Mixer | September 29 |
| 16. Staff Reports | (on file) |
| 17. President's Report | Kathy Janega-Dykes |
| 18. Other Business | |
| 19. Adjourn | |

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Next Board Meeting: THURSDAY 9/15 at 8:30am **Next EC Meeting:** THURSDAY 10/13 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.*

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Meeting Minutes FY 2016-2017 Executive Committee Thursday, September 8, 2016

Attending: Ed Galsterer, Richard Nahas, Tom Patton, Gwen Stauffer, Richard Yates
Absent: Michael Cohen
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 8:05 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 8th, 2016 Executive Committee meeting; Richard Nahas seconded; and the motion was passed unanimously.

5. Approval of Minutes of July 14, 2016 Meeting

Ed Galsterer moved to approve the minutes of the June 9th, 2016 Executive Committee meeting; Michael Cohen seconded; and the motion was passed unanimously.

6. Approval of June 2016 VSB Financial Reports

Richard Nahas reported that the report shows the same trends showing all year, which slightly increase on income due to payroll savings and additional income.

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

7. Approval of June 2016 TBID Financial Reports

Richard Nahas reported

Gwen Stauffer moved to approve the May 2016 VSB financials; Michael Cohen seconded; and the motion was passed unanimously.

8. Approval of July 2016 VSB Financial Reports

Richard Nahas reported that the VSB contingency has been created as new line, which is the reserve fund. Variances are based on timing and will even out as the year progresses.

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

9. Approval of July 2016 TBID Financial Reports

Richard Nahas reported the income are estimates, and variances are based on timing. Increase on y/y total employee costs.

Ed Galsterer moved to approve the July 2016 VSB financials; Richard Yates seconded; and the motion was passed unanimously.

10. Marketing Launch

Kathy gave a recap of the launch which was well received, and VSB will move forward with the campaign which is set to launch in October.

11. Air Service Development

Kathy has been asked to sit on the panel/board which to hire a new air service development consultant.

12. Downtown Retail Study

Kathy updated the group on a retail study Downtown Santa Barbara is looking to conduct. She presented the scope of work presented and notified the group that DSB is looking for companies to help fund the study.

13. Board Vacancies

Gwen updated the group on the two current Board vacancies. Matthew La Vines seat is open, pending the hire of a new GM at Fess Parker. Additionally, Michael Morgan of Paseo Nuevo has left the SB area but his replacement is interested in filling his Board seat. This will be voted at the next Board meeting.

14. TBID Updates

TBID Committee meeting on September 29th.

15. Staff Reports (on file)

16. President's Report

No update.

17. Other Business

No other business.

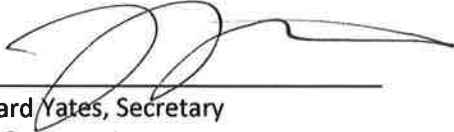
18. Adjourn

The meeting adjourned at 9:55 a.m.

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Minutes approved by:



Richard Yates, Secretary
Visit Santa Barbara

10-13-16

Date

