

SANTA BARBARA

THE AMERICAN RIVIERA®

South Coast Tourism Business Improvement District Committee Meeting

Wednesday, March 8, 2017

8:30am - 10:00am

MOXI, the Wolf Museum of Exploration + Innovation

125 State Street

Santa Barbara, CA 93101

AGENDA

Action Items

1. Call to Order Tom Patton
2. Antitrust Compliance Tom Patton
3. Public Comment Members of the Public
4. Approval of Agenda Tom Patton
5. Approval of December 13, 2016 Meeting Minutes Tom Patton
6. Approval of Q2 2016-2017 TBID Financials Janet Ames
7. Approval of Committee Replacements Tom Patton
 - Neil Poisson of Fess Parker assuming term of Matthew La Vine (2015-2018)
 - Theo Kracke of Paradise Retreats assuming term of Chris Bender (2015-2018)
 - Ryan Parker of Canary Hotel assuming term of Brian Cogswell (2015-2018)

Discussion Items

8. Marketing Update Jennifer Walker
9. Review ADR Tiers/Seats Tom Patton
10. TBID Committee Nominations Tom Patton
11. Upcoming Events Kathy Janega-Dykes
 - Annual Tourism Luncheon May 10
12. Other Business
13. Adjourn

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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 the Bureau or any committees of the Bureau, or at any meeting where any employee of the Bureau is present or where the Bureau 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 TBID Committee Wednesday, March 8, 2017

Attending: Tom Patton, Kristin Battaglia, Greg Broussard, Paul Bullock, Barry Dorsey, Christian Gonzalez, Neil Poisson, Debbie Neer, Dean Pananides, Teresa Stiff, Theo Kracke, Ryan Parker, Jaime Valdez
Absent: Dan Alvarado, Scott Perry, Shashi Poudyal, Bill Williams
Staff: Kathy Janega-Dykes, Lynda Dees, Janet Ames
Location: Visit Santa Barbara Office, 500 E. Montecito St., Santa Barbara, CA 93103

Guest Speaker: Steve Hinkley, President/CEO – MOXI, the Wolf Museum of Exploration + Innovation

Steve welcomed the group to Moxi and spoke a bit about the history of the how the museum came to be, the museum opening and current exhibits.

1. Call to Order

Tom Patton called the TBID Committee meeting to order at 8:45 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

Paul Bullock moved to approve the agenda of the March 8, 2017 TBID Committee meeting; Barry Dorsey seconded; and the motion was passed unanimously.

5. Approval of Minutes of the December 13, 2016 TBID Committee meeting

Barry Dorsey moved to approve the meeting minutes of the December 13th TBID Committee meeting; Greg Broussard seconded; and the motion was passed unanimously.

6. Approval of Q2 2016-2017 Financial Reports

Janet Ames reported that Q2 assessments were slightly over budget. There were no major variances in Operations and program variances were due to the quarterly timing of the report.

Dean Pananides moved to approve the Q2 2016-2017 TBID financials; Barry Dorsey seconded; and the motion was passed unanimously.

7. Approval of Committee Replacements

Tom introduced the group to the three replacements. Neil Poisson of Fess Parker, Theo Kracke of Paradise Retreats and Ryan Parker of Canary Hotel.

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Paul Bullock moved to approve the committee replacements; Teresa Stiff seconded; and the motion was passed unanimously.

8. Overview of Marketing Campaign

Jennifer Walker updated the group on recent initiatives including the Official Cocktail of Santa Barbara contest winner, the cruise ship bounce back promotion and the refresh your feed contest. The winner of the cocktail competition was Alcazar Tapas Bar with their cocktail 'Ginspiration Point'. The bounce back promotion will run March through May with special offerings for cruise ship passengers to return to Santa Barbara. The refresh your feed contest launched today and is a photo contest with one winner and a guest winning a trip to Santa Barbara and a photo tour with local photographer Blake Bronstad.

9. Marketing Plan – 17/18 Key Objectives

Jennifer spoke to the group about VSB's 4 key objectives and how they would apply to the upcoming Marketing Plan. The key objectives are: maintain and increase overnight hotel stays, drive demand and interest for new product and diverse experiences, maximize the visitor experience and influence long-term development of the destination and its brand.

10. Review ADR Tiers/Seats

Tom spoke briefly about how the committee was structured and the tiers and assignments.

11. TBID Committee Nominations

Tom spoke about seats terming off and those that would be renewed. Additional nominations will be made for filling open positions for next fiscal year.

12. Downtown Revitalization and Wine Country Promotion

Tom asked for discussion and/or ideas for revitalizing the downtown corridor specific to retail, vacant spaces and the homeless. He also spoke about how to pitch Santa Barbara as more than a beach town, citing the example of Napa by the Sea and wine promotion.

13. Upcoming Events

Annual Tourism Luncheon scheduled for May 10th at the Coral Casino.

14. Other Business

Kathy spoke about VSB's new visitor guide and provided copies. She also gave an update on Sarah Warman who has been hired as the Industry Relations Manager. Kathy also gave a recap of Visit California's Outlook Forum event.

15. Adjourn

The meeting adjourned at 9:51 am.