

SANTA BARBARA

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South Coast Tourism Business Improvement District Committee Meeting

Tuesday, December 13, 2016

9:00am - 10:30am

Visit Santa Barbara

500 E. Montecito Street

Santa Barbara, CA 93103

AGENDA

Guest Speaker: Hazel Johns, Airport Director & Deanna Zachrisson, Airport Business Development Manager - Santa Barbara Airport Air Service Development

Action Items

- | | |
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| 1. Call to Order | Tom Patton |
| 2. Antitrust Compliance | Tom Patton |
| 3. Public Comment | Members of the Public |
| 4. Approval of Agenda - December 13, 2016 | Tom Patton |
| 5. Approval of June 2, 2016 Meeting Minutes | Tom Patton |
| 6. Approval of September 29, 2016 Meeting Minutes | Tom Patton |
| 7. Approval of Q4 2015-2016 TBID Financials | Janet Ames |
| 8. Approval of Q1 2016-2017 TBID Financials | Janet Ames |

Discussion Items

- | | |
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| 9. Marketing Update | Jennifer Walker |
| 10. Visitor Profile Study & Cruise Ship Economic Impact Study | Kathy Janega-Dykes |
| 11. Proposed No Smoking Ban | Tom Patton |
| 12. 2017 Lodging Forecast | Kathy Janega-Dykes |
| 13. VSB Outlook Forum - January 20 th | Kathy Janega-Dykes |
| 14. Adjourn | Tom Patton |

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

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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 Tuesday, December 13, 2016

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

Guest Speaker: Hazel Johns, Airport Director & Deanna Zachrisson, Airport Business Development Manager – Air Service Development Update

Deanna spoke to the group about air service development at SBA including 2016 milestones and efforts moving into 2017. She presented year in review stats noting that there was a 5.5% growth, new service to Dallas, Southwest Airlines visit and upguage in aircraft. There are currently 22 daily departures to 7 cities and an 80% load factor on all flights. Deanna also presented the Tucson air development case study noting the city and situation was very similar to Santa Barbara and they were able to secure new service through community support. Moving forward the SBA team is focused on securing new Southwest service including direct flights to Oakland, Sacramento and Las Vegas.

1. Call to Order

Tom Patton called the TBID Committee meeting to order at 9:05 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

Barry Dorsey moved to approve the agenda of the December 13, 2016 TBID Committee meeting; Paul Bullock seconded; and the motion was passed unanimously.

5. Approval of Minutes of the June 2, 2016 TBID Committee meeting

Paul Bullock moved to approve the meeting minutes of the June 2nd TBID Committee meeting; Teresa Stiff seconded; and the motion was passed unanimously.

6. Approval of Minutes of the September 29, 2016 TBID Committee meeting

Barry Dorsey moved to approve the meeting minutes of the June 2nd TBID Committee meeting; Greg Broussard seconded; and the motion was passed unanimously.

7. Approval of Q4 2015-2016 Financial Reports

Janet Ames reported that the fiscal year income ended 3% over projections. Additionally, programs ended under budget. TBID contingency was used for unplanned expenses.

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Paul Bullock moved to approve the Q4 2015-2016 TBID financials; Dean Pananides seconded; and the motion was passed unanimously.

8. Approval of Q1 2016-2017 Financial Reports

Janet Ames reported that as we were still early in the fiscal year there were no expense variances in operations. Contract expenses were varied on budget due to timing but the year will end according to budget. The end of the period was over budget for revenue.

Barry Dorsey moved to approve the Q1 2016-2017 TBID financials; Christian Gonzalez seconded; and the motion was passed unanimously.

9. Overview of Marketing Campaign

Jennifer Walker presented an update of the marketing campaign to the group and showed screenshots of ads and media currently in place. She also presented collateral and promotions related to the Miss Nothing campaign. She spoke about the retail promotion encouraging partners to donate 2-for-1 stays and/or unique experiences/activities. She also updated the group about a new and unique opportunity creating the official drink of Santa Barbara. This completion encourages participants to create a unique drink that encompasses the spirit of Santa Barbara. Lastly, she spoke about two new research studies - the Visitor Profile Study and the Cruise Ship Economic Impact Study.

10. Visitor Profile Study & Cruise Ship Economic Impact Study

The Visitor Profile study is a yearlong study that has just completed the first quarter - Q1 results are expected next week. The cruise ship impact study is now complete and Jennifer presented a few of the highlights including an increase in passenger spending and a high rate of return for first time visitors.

11. Proposed No Smoking Ban

Tom spoke to the group about the City looking into expanding the no smoking ban to include additional public spaces, restaurants and bars. The issue has been tabled for now but Tom will keep the group updated as this is defined.

12. 2017 Lodging Forecast

Kathy presented a snapshot of the lodging forecast as presented by STR. The forecast is essentially flat with a small increase in ADR. Additionally, there will be four new properties coming online which may also affect next year's forecast.

13. VSB Outlook Forum

VSB's Travel Outlook has been scheduled for January 20th and speakers include Peter Yesewich, Bruce Baltin and a representative from Visit California.

14. Adjourn

The meeting adjourned at 10:26 am.