

SANTA BARBARA

THE AMERICAN RIVIERA®

Board of Directors Meeting

Thursday, March 16, 2017

8:30am - 10:00am

Location: Visit Santa Barbara

AGENDA

Guest Speaker - Hillary Blackerby, Marketing and Community Relations Manager & Jerry Estrada, General Manager - Santa Barbara MTD

Action Items

- | | |
|--|-----------------------|
| 1. Call to Order | Karen Earp |
| 2. Antitrust Compliance | Karen Earp |
| 3. Public Comment | Members of the Public |
| 4. Approval of Agenda | Karen Earp |
| 5. Approval of Minutes of February 16, 2017 2016 Meeting | Karen Earp |
| 6. Approval of January 2017 VSB Financial Reports | Richard Nahas |
| 7. Approval of January 2017 TBID Financial Reports | Richard Nahas |

Discussion Items

- | | |
|--|-----------------------------------|
| 8. Marketing & Sales Update | Jennifer Walker & Michelle Carlen |
| 9. Industry Relations Manager Introduction | Sarah Warman |
| 10. Committee Updates | |
| • Nominating Committee | Ed Galsterer |
| • Audit Committee | Gwen Stauffer |
| 11. Committee Reports | |
| • TBID Committee | Tom Patton |
| • Marketing Committee | Michael Cohen |
| 12. Community Reports | |
| • Hospitality Santa Barbara | Tom Patton |
| • Santa Barbara Airport | Hazel Johns |
| • City of Santa Barbara | Councilman Gregg Hart |
| 13. Upcoming Events | Kathy Janega-Dykes |
| • Annual Luncheon | May 10 |
| 14. President's Report | Kathy Janega-Dykes |
| 15. Other Business | |
| 16. Adjourn | |

Next Board Meeting: Tuesday, April 18th, 2017 8:30am - 10:00am **Location:** Visit Santa Barbara

SANTA BARBARA

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MISSION: The primary mission is to enhance the economies of the City of Santa Barbara, South Coast communities and Santa Barbara County areas through tourism marketing that increases business revenue, tax revenue and creates jobs.

VISION: The Corporation is acknowledged by the entire community and its leaders as the indispensable organization for forging public / private partnerships and coalitions to promote our destination, increase visitor spending and sustain the outstanding quality of life in Santa Barbara County.

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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Board of Directors Meeting

Thursday, March 16th, 2016

Meeting Minutes

Attending: Kristin Battaglia, Michael Cohen, Barry Dorsey, Karen Earp, Richard Good, Steve Hinkley, Paul Hoyle, Tara Jones, Morgen McLaughlin, Tom Parker, Gwen Stauffer, Luke Swetland, Kristen Weidemann, Richard Yates, Pamela Webber

Absent: Ed Galsterer, Richard Nahas, Shashi Poudyal, Hazel Johns, Gregg Hart

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

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

Speaker: Jerry Estrada, General Manager & Hillary Blackerby, Marketing and Community Relations Manager – Santa Barbara MTD

Jerry and Hillary spoke to the group about news and updates regarding the MTD fleet including the purchase of new electric shuttles. Jerry gave a brief history of the shuttle program and mentioned that the city is looking to increase ridership numbers on these vehicles. The new vehicles will be longer in length (from 22 foot to 30 foot) and will not require MTD to service them on their own. Hillary spoke about marketing efforts to promote the new shuttles including partnering with the Downtown Organization on their brochures to include information on the shuttle stops and times. She additionally spoke about new technologies including an MTD app which reports real time arrivals of their vehicles and new fare box options. Lastly, she spoke about their interest to work with the hospitality industry to help promote the shuttles to their guests.

1. Call to Order

Karen Earp called the meeting to order at 9:04 a.m.

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

Karen Earp motioned to approve the agenda of the March 16th, 2017 Board meeting; Richard Good moved to approve; Gwen Stauffer seconded; and the motion was passed unanimously.

SANTA BARBARA

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5. Approval of Minutes of the February 16, 2017 Board meeting

Karen Earp motioned to approve the minutes of the February 19th, 2017 Board meeting; Gwen Stauffer moved to approve; Michael Cohen seconded; and the motion was passed unanimously.

6. Approval of January 2017 VSB Financial Reports

Janet Ames reported that we would begin to see advertising expenses hitting the P&L due to timing. Meeting revenue would appear from the drink competition to offset the expenses and salaries would show under due to a temporary position openings.

Richard Good moved to approve the January 2017 VSB financials; Michael Cohen seconded; and the motion was passed unanimously.

7. Approval of January 2017 TBID Financial Reports

Janet Ames reported that income for the City and County were actual and both under, and that estimates were still in place for Goleta. No variances in Operations expenses and program variances were explained in detail on the gap analysis.

Richard Good moved to approve the January 2017 TBID financials; Tom Patton seconded; and the motion was passed unanimously.

8. Marketing & Sales Update

Jennifer Walker updated the group on marketing plan development and reviewed the 17/18 key objectives. The objectives are: maintain and increase overnight 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.

Michelle Carlen update the group on the successful VCA Outlook Forum and also spoke about recent China and Middle East FAM's. She also reported on group sales stats stating there was a slight increase Y/Y on sales leads (285 leads) and room nights (14,817 booked).

9. Industry Relations Manager Introduction

Sarah Warman introduced herself to the group and spoke a bit about her background in hospitality and the Santa Barbara area.

10. Committee Updates

Nominating – Karen notified the group that the committee had invited 5 nominees to join the VSB Board and all have expressed interest. Next steps are to present the slate at the next meeting for Board approval. Following that approval, a ballot would be sent to VSB members to approve the final slate.

Audit – Gwen notified the group that the committee had decided to go to bid for a new CPA firm to conduct the annual audit. The RFP was being created and will be sent to 5-7 firms to participate.

11. Committee Reports

- TBID Committee

SANTA BARBARA

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Tom updated the group on the meeting that took place at MOXI on March 8th. There was a healthy discussion on the state of downtown Santa Barbara including the retail and homeless situations.

- Marketing Committee

Michael updated the group on the VCA Outlook Forum and his impression as a participant. He felt it was a great event and that Santa Barbara was presented perfectly.

12. Community Reports

- Hospitality Santa Barbara

Tom notified the group that he had just participated in a hotel and lodging board meeting in Sacramento and updated the group on new initiatives being reviewed. Additionally, he spoke about HSB taking the lead on a discussion with the Police Chief and the hospitality industry regarding the homeless situation.

- Santa Barbara Airport
No update.
- City of Santa Barbara
No update.

13. Upcoming Events

- Annual Luncheon May 10

14. President's Report

Kathy reported that the State of the City is schedule for next Wednesday at the Lobero Theatre.

15. Other business

No other business.

16. Adjourn

With no other business, the meeting was adjourned at 10:02 a.m.

Minutes approved by:

Richard Yates, Secretary

Visit Santa Barbara Board of Directors



Date

4-13-17