

SANTA BARBARA

THE AMERICAN RIVIERA®

Executive Committee Meeting

Thursday, March 9, 2017

8:00am - 9:30am

Location: Visit Santa Barbara

AGENDA

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 9, 2017 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. Committee Assignments Karen Earp
Audit Committee:
Richard Nahas, Gwen Stauffer, Tom Patton, Richard Good
Nominating Committee:
Ed Galsterer, Karen Earp, Michael Cohen, Steve Hinkley, Ryan Parker
9. Board Nominations Karen Earp
10. Marketing Plan Development Timeline Kathy Janega-Dykes
11. Recap of Visit California Outlook Forum Kathy Janega-Dykes
12. TBID Updates Tom Patton
13. Upcoming Events Kathy Janega-Dykes
 - Annual Luncheon May 10
14. President's Report Kathy Janega-Dykes
15. Other Business
16. Adjourn

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Next Board Meeting: THURSDAY 3/16 at 8:30am **Next EC Meeting:** THURSDAY 4/13 at 8:00am

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: Visit Santa Barbara is committed to promoting and elevating Santa Barbara's position as world-class destination for leisure and business travel. Visit Santa Barbara further serves to ensure tourism continues to contribute on a large scale, thereby enhancing the quality of life for all who live, work and play here.

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.*

SANTA BARBARA

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Meeting Minutes FY 2016-2017 Executive Committee Thursday, March 9, 2017

Attending: Michael Cohen, Ed Galsterer, Tom Patton, Gwen Stauffer, Richard Yates
Absent: Richard Nahas
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

Karen Earp 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

Gwen Stauffer moved to approve the agenda of the March 9th, 2017 Executive Committee meeting; Tom Patton seconded; and the motion was passed unanimously.

5. Approval of Minutes of February 9, 2017 Meeting

Ed Galsterer moved to approve the minutes of the February 9th, 2017 Executive Committee meeting; Gwen Stauffer seconded; and the motion was passed unanimously.

6. Approval of January 2017 VSB Financial Reports

Janet Ames reported that membership revenue was slightly over budget and no major variances in expenses. Salaries were over budget due to vacant positions.

Gwen Stauffer moved to approve the January 2017 VSB financials; Ed Galsterer seconded; and the motion was passed unanimously.

7. Approval of January 2017 TBID Financial Reports

Janet Ames reported that income reported for City of Santa Barbara is under budget, with estimates being reported for County and Goleta. No significant operations variances and program variances due to timing and items being seasonal.

Gwen Stauffer moved to approve January 2017 TBID financials; Richard Yates seconded; and the motion was passed unanimously.

8. Committee Assignments

Karen gave a quick update on committee assignments.

9. Audit Committee Report

SANTA BARBARA

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Kathy informed the group that the audit committee has decided to move forward with going out to bid for a new auditor. Kathy and Janet are currently working on the RFP which will be available later this month. Brad will be allowed to submit and about 5 others will be reviewed. A decision will be made by May/June.

10. Board Nominations

Kathy informed the group that the nominating committee would be meeting today to discuss possible nominations/prospects for the Board. There are currently 5 positions to be filled.

11. Marketing Plan Development Timeline

Kathy updated the group on the timeline for the upcoming Marketing Plan. She also reviewed the team's key objectives for 2017-2018 which include: 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.

12. Recap of Visit California Outlook Forum

Kathy and Michael spoke about the success of hosting the Outlook Forum in Santa Barbara and having the opportunity to showcase the destination. Michael noted the content and speakers were excellent and VSB did a great job hosting the International team welcome dinner.

13. TBID Updates

Tom updated the group on the Committee meeting that was held at MOXI yesterday, March 8th. They approved three replacement members including Neil Poisson of the Fess Parker, Ryan Parker of Canary Hotel and Theo Kracke of Paradise Retreats.

14. Upcoming Events

Annual General Meeting

May 10

15. President's Report

Kathy informed the group that the new Industry Relations Manager, Sarah Warman, had started and would be introducing herself. She also informed the group that she had been invited to sit on the Executive Committee of the US Travel Board of Directors.

16. Other Business

Richard Yates commented on the overflow of World of Pinot Noir guests into the downtown area and the possibility of looking at other festivals like this to draw visitors into Santa Barbara.

17. Adjourn

The meeting adjourned at 9:10 a.m.

Minutes approved by:



Richard Yates, Secretary
Visit Santa Barbara

4-6-17

Date