

# SANTA BARBARA

THE AMERICAN RIVIERA®

## Executive Committee Meeting

Thursday, September 14, 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 July 13, 2017 Meeting | Karen Earp            |
| 6. Approval of June 2017 VSB Financial Reports  | Richard Good          |
| 7. Approval of June 2017 TBID Financial Reports | Richard Good          |
| 8. Approval of July 2017 VSB Financial Reports  | Richard Good          |
| 9. Approval of July 2017 TBID Financial Reports | Richard Good          |

#### Discussion Items

- |   |                                |
|---|--------------------------------|
| 10. Board of Directors Retreat Proposal | Karen Earp                     |
| 11. Film Commissioner Contract Position | Kathy Janega-Dykes             |
| 12. Travel Outlook Update               | Kathy Janega-Dykes             |
| 13. Anti-Panhandling Message Initiative | Kathy Janega-Dykes/ Tom Patton |
| 14. Upcoming Events                     | Kathy Janega-Dykes             |
| • I AM Santa Barbara, Sept. 20, 2017    |                                |
| • Mega Mixer, Sept. 28, 2017            |                                |
| 15. President's Report                  | Kathy Janega-Dykes             |
| 16. Other Business                      |                                |
| 17. Adjourn                             |                                |

**Next Board Meeting:** THURSDAY 9/21 at 8:30am    **Next EC Meeting:** THURSDAY 10/12 at 8:00am

# SANTA BARBARA

## THE AMERICAN RIVIERA®

**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

## THE AMERICAN RIVIERA

### Meeting Minutes FY 2017-2018 Executive Committee Thursday, September 14, 2017

Attending: Karen Earp, Ed Galsterer, Richard Good, Tom Patton, Barry Dorsey  
Absent: Gwen Stauffer, Ryan Parker  
Staff: Kathy Janega-Dykes, Angelica Ramirez, 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 8:09 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**

Ed Galsterer moved to approve the agenda of the September 14<sup>th</sup>, 2017 Executive Committee meeting; Barry Dorsey seconded; and the motion was passed unanimously.

**5. Approval of Minutes of July 13, 2017 Meeting**

Barry Dorsey moved to approve the minutes of the July 13<sup>th</sup>, 2017 Executive Committee meeting; Richard Good seconded; and the motion was passed unanimously.

**6. Approval of June 2017 VSB Financial Reports**

Richard Good reported a fantastic finish with respect to income and expenses. The final net income was comparable to our projections.

Tom Patton moved to approve the June 2017 VSB financials; Barry Dorsey seconded; and the motion was passed unanimously.

**7. Approval of June 2017 TBID Financial Reports**

Richard Good reported that the group did tremendously well and was very effective adding that there was a significant savings in collateral. The year ended with a net gain that was projected. These funds will be rolled into the 2017-2018 budget.

Barry Dorsey moved to approve June 2017 TBID financials; Tom Patton seconded; and the motion was passed unanimously.

**8. Approval of July 2017 VSB Financial Reports**

Richard Good reported we were under budget in employee expenses and that there were no additional variances to note in revenue or program expenses.

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Ed Galsterer moved to approve the July 2017 VSB financials; Barry Dorsey seconded; and the motion was passed unanimously.

### **9. Approval of July 2017 TBID Financial Reports**

Richard Good reported the income was favorable and above budget adding that it was better than last year without notable differences. It was added that the tier movement may have impacted this in a favorable fashion. There were no significant variance to report in the expense categories.

Ed Galsterer moved to approve the July 2017 TBID financials; Barry Dorsey seconded; and the motion was passed unanimously.

### **10. Banking Update**

Richard Good reported that we are opening an additional account at American Riviera bank to be used solely for Payroll. This will replace the account at Union Bank. New signature cards will be completed to reflect the new board members and the additional account. Richard noted that this will be more efficient to manage transfers of funds. He also explained that American Riviera Bank is part of the CDARS program. This feature will leverage additional FDIC insurance limits over \$250k. VSB will be able to keep savings balances and the VSB contingency funds at the same bank and be protected.

### **11. Board of Directors Retreat Proposal**

Kathy Janega-Dykes proposed an effective Board of Directors Retreat that would provide the opportunity to look at the strengths and weaknesses in the community through destination development, management and analysis to determine how we compare to against our competitors and to ultimately revision the downtown corridor/ State Street and create the destination. It was agreed that it may be wise to wait to see how the new elected city officials will change the current stance. It was also agreed upon that we would wait for TBID numbers to come in through October. Kathy Janega-Dykes will explore who else to invite should we hold a retreat.

### **12. Film Commissioner Contract Position**

Kathy Janega-Dykes answered questions regarding the part time proposal submitted by the current Film Commissioner which would span over a 6 month period. As a whole, the board agreed to a salary range that would be presented in writing by Kathy and Richard Good. The new part-time status is to take effect in early October. Kathy shared that the position may evolve a bit. Once the new job description is composed and we find a replacement, the current Film Commissioner has graciously agreed to train that individual.

### **13. Travel Outlook Update**

Kathy Janega-Dykes shared a draft of the agenda for the 2018 Travel Outlook event and shared information about the guest speaker.

### **14. Panhandling Awareness Initiative**

Kathy Janega-Dykes stated that this would be discussed at the Board of Directors meeting.

### **15. Upcoming Events**

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Kathy Janega-Dykes shared the dates for I AM Santa Barbara and for the Mega Mixer in September.

**16. President's Report**

Kathy Janega-Dykes stated that there was nothing more to add at this time.

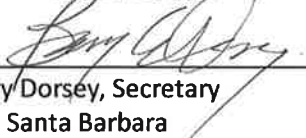
**17. Other Business**

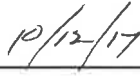
None to report.

**18. Adjourn**

With no other business, the meeting adjourned at 9:51 a.m.

Minutes approved by:

  
\_\_\_\_\_  
Barry Dorsey, Secretary  
Visit Santa Barbara

  
\_\_\_\_\_  
Date