

SANTA BARBARA

THE AMERICAN RIVIERA®

Board of Directors Meeting

Thursday, July 20, 2017

8:30am - 10:00am

Location: Visit Santa Barbara

AGENDA

**Guest Speaker: Rob Dayton, Transportation Planning and Parking Manager, City of Santa Barbara
"City Wayfinding Project"**

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 June 22, 2017 Meeting | Karen Earp |
| 6. Approval of May 2017 VSB Financial Reports | Richard Good |
| 7. Approval of May 2017 TBID Financial Reports | Richard Good |
| 8. Approval of Credit Card Resolution | Richard Good |
| 9. Approval of TBID Resolution | Tom Patton |
| 10. Banking Recommendations | Richard Good |
| 11. Approval of New Board Candidate Katie Grassini,
Grassini Family Wine (replacing Morgen McLaughlin, term 2015-2018) | Karen Earp |
| 12. Approval of New Board Candidate Carlos Lopes,
Hotel Californian (replacing Steve Hinkley, term 2016-2019) | Karen Earp |

Discussion Items

- | | |
|------------------------------|-----------------------------------|
| 13. Marketing & Sales Update | Jennifer Walker & Michelle Carlen |
| 14. Committee Reports | |
| • TBID Committee | Tom Patton |
| 15. Community Reports | |
| • Hospitality Santa Barbara | Tom Patton |
| • Santa Barbara Airport | Hazel Johns |
| • City of Santa Barbara | Councilman Gregg Hart |
| 16. Upcoming Events | Kathy Janega-Dykes |
| 17. President's Report | Kathy Janega-Dykes |
| 18. Other Business | |
| 19. Adjourn | |

Next Board Meeting: Thursday, September 21, 2017 at 8:30am - 10:00am **Location:** Visit 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.*