

VISIT SANTA BARBARA THE AMERICAN RIVIERA®

Executive Committee Meeting

Thursday, July 9, 2015

8:00am - 9:30am

Location: Visit Santa Barbara

AGENDA

Action Items

- | | |
|---|-----------------------|
| 1. Call to Order | Gwen Stauffer |
| 2. Antitrust Compliance | Gwen Stauffer |
| 3. Public Comment | Members of the Public |
| 4. Approval of Agenda | Gwen Stauffer |
| 5. Approval of Minutes of June 11, 2015 Meeting | Gwen Stauffer |
| 6. Approval of May 2015 VSB Financial Reports | Richard Nahas |
| 7. Approval of May 2015 TBID Financial Reports | Richard Nahas |

Discussion Items

- | | |
|------------------------------------|--------------------|
| 8. Short Term Vacation Rentals | Kathy Janega-Dykes |
| 9. Ad Effectiveness Study | Kathy Janega-Dykes |
| 10. Air Service Management Update | Kathy Janega-Dykes |
| 11. Formation of Finance Committee | Gwen Stauffer |
| 12. TBID Updates | Tom Patton |
| 13. Upcoming Events | Kathy Janega-Dykes |
| • Marketing Launch Event | August 13 |
| 11. Staff Reports | (on file) |
| 12. President's Report | Kathy Janega-Dykes |
| 13. Other Business | |
| 14. Adjourn | |

Next Board Meeting: TUESDAY 7/21 at 8:30am

Next EC Meeting: THURSDAY 9/10 at 8:00am

VISIT SANTA BARBARA THE AMERICAN RIVIERA®

MISSION: The Mission of Visit Santa Barbara is to promote the City of Santa Barbara, South Coast & surrounding County Communities, as a destination for travel and media production to create economic vitality. **VISION:** Visit Santa Barbara is an innovative tourism leader and destination authority that embodies the spirit and personality of Santa Barbara.

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.*

VISIT SANTA BARBARA THE AMERICAN RIVIERA®

Meeting Minutes FY 2015/2016 Executive Committee Thursday, July 9, 2015

Attending: Gwen Stauffer, Matthew La Vine, Michael Cohen, Richard Yates, Richard Nahas,
Tom Patton, Paul Hoyle

Absent:

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

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

1. Call to Order

Gwen Stauffer called the Executive Committee meeting to order at 8:01 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

Tom Patton moved to approve the agenda of the July 9th, 2015 Executive Committee meeting; Richard Yates seconded; and the motion was passed unanimously.

5. Approval of Minutes of the June 11, 2015 Executive Committee meeting

Richard Yates moved to approve the minutes of the June 11th, 2015 Executive Committee; Michael Cohen seconded; and the motion was passed unanimously.

6. Approval of VSB May 2015 Financial Reports

Janet Ames reported that VSB income is finishing on target, and that year end is still showing down due to Membership and Co-op. Expenses are down in Operations due to savings in salaries.

Matthew La Vine moved to approve the May 2015 TBID financials; Michael Cohen seconded; and the motion was passed unanimously.

7. Approval of TBID May 2015 Financial Reports

Janet Ames reported that the revenue is actuals for the City of Santa Barbara, and estimates for Goleta and the County and overall revenue is lower than budget.

Matthew La Vine moved to approve the May 2015 VSB financials; Richard Yates seconded; and the motion was passed unanimously.

8. Short Term Vacation Rentals

Kathy spoke about the outcome of the City Council meeting, which was a 7-0 decision to enforce the current ordinance. The final recommendations are to be presented in the coming weeks, and the two



tasks at hand are determining a date to begin terminations and defining owner occupied rentals. Questions remain on how long it could take to enforce the ordinance, what the cost to the city will be, and if it will affect long term rental housing.

9. Ad Effectiveness Study

Kathy presented the Executive Committee with the results of the study conducted by Destination Analysts. They were hired to evaluate VSB's paid advertising reach and ROI. The results were very good and Kathy has recommended a conference call with Destination Analysts to further review the study.

10. Air Service Management Update

Kathy spoke to the Executive Committee about the concern from hoteliers about air service and loss of business. A task force has been assembled to address the issue and discuss the idea of a guaranteed revenue fund. Additionally, the airport is planning to apply for a Small Community Air Service Development Grant funded by the Department of Transportation. One of the requirements of the grant is that a match is offered by the Community (guaranteed revenue fund) and several entities are working to secure pledges for this fund. Kathy has recommended that VSB make a \$75K pledge to this grant. Michael Cohen moved to approve the pledge; Matthew La Vine seconded; and the motion was passed unanimously.

11. Formation of Finance Committee

Gwen Stauffer discussed the formation of a finance committee to evaluate potential policies and make recommendations to the Executive Committee rather than bring all issues to the entire group. This would allow more time for research and the committee would only need to meet on an as needed basis. Potential committee members would be: Gwen Stauffer, Richard Nahas, Richard Good, Janet Ames, Tom Patton representing TBID as necessary, and Matthew La Vine.

12. TBID Updates

No update.

13. Upcoming Events – Marketing Launch Event

Save the dates have been sent out for the Marketing Launch Event. Kathy also mentioned that this event would be more content driven with speakers presenting for about 10 minutes. Speakers include: Destination Analysts speaking about the Ad Effectiveness Study, MMGY presenting new campaigns, Sparkloft presenting new initiatives and Substance speaking about the new website.

14. Staff Reports (on file)

15. President's Report

Kathy updated the committee on a discussion happening regarding the retail component of downtown SB. With Saks closing and becoming an outlet store, there is concern about the makeup of retail shopping in the area. The Downtown Organization is currently conducting a study of the businesses downtown to make sure we have the right mix of retail, restaurants, bars and businesses. The idea is that if a space becomes vacant you can get the same type of business in that location.

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Kathy also update the committee on recent meetings with Plains Oil regarding the oil spill. They are working with both tourism and fishing as these were the top two industries affected by the spill. Plains Oil is looking into funding a good will campaign and one idea is to try to create a program with the fisherman to educate more restaurants to use local fish.

16. Other Business

Richard Nahas spoke about the IGATO show he just attended with DJ and Jen for international golf travel planners. He stated the show was a huge success with many planners not realizing Santa Barbara was a golf destination. He learned that many tour groups are traveling through the area from North and South and they can now begin working with them to plan stops and tours in SB.

17. Adjourn

The meeting adjourned at 9:42 a.m.

Minutes approved by:

Richard Yates, Secretary
Visit Santa Barbara

Date