

VISIT SANTA BARBARA THE AMERICAN RIVIERA®

Board Meeting
Friday, November 20, 2015
8:30am - 10:00am
Location: Visit Santa Barbara

AGENDA

Speaker - Larry Feinberg, Director Santa Barbara Museum of Art - Museum Plans and Update

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 October 15, 2015 Meeting | Gwen Stauffer |
| 6. Approval of September 2015 VSB Financial Reports | Richard Nahas |
| 7. Approval of September 2015 TBID Financial Reports | Richard Nahas |
| 8. Approval of 2014-2015 Audit | Richard Nahas |

Discussion Items

- | | |
|--------------------------------------|-----------------------|
| 9. Staff Update: PR/Communications | Karna Hughes |
| 10. Oil Spill Claim Process | Tom Patton |
| 11. Tourism Local Awareness Strategy | Kathy Janega-Dykes |
| 12. Staffing Update | Kathy Janega-Dykes |
| 13. Website Update | Kathy Janega-Dykes |
| 14. Committee Reports | |
| • TBID Committee | Tom Patton |
| • Marketing Committee | Michael Cohen |
| Community Reports | |
| • GSBLRA | Tom Patton |
| • Downtown Santa Barbara | Kathy Janega-Dykes |
| • Santa Barbara Airport | Hazel Johns |
| • City of Santa Barbara | Councilman Gregg Hart |
| 15. Upcoming Events | Kathy Janega-Dykes |
| • Travel Outlook | December 9 |
| 16. Staff Reports | (on file) |
| 17. President's Report | Kathy Janega-Dykes |
| 18. Other business | |



19. Adjourn

Next Board Meeting: Thursday, January 21, 2016 8:30am – 10:00am **Location:** Visit Santa Barbara

MISSION: The Mission of Visit Santa Barbara (VSB) 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:** VSB 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 (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.*

VISIT SANTA BARBARA THE AMERICAN RIVIERA®

**Meeting Minutes
FY 2015/2016 Board of Directors
Friday, November 20, 2015**

Attending: Michael Cohen, Barry Dorsey, Karen Earp, Ed Galsterer, Casey Graves, Paul Hoyle, Matthew La Vine, Michael Morgan, Kay Morter, Tom Patton, Gwen Stauffer, Theo Stephan, Brent Sumner, Tyler Tomblin, Richard Yates, Pamela Webber

Absent: Amanda Allen, Leslie Brickell, Morgen McLaughlin, Richard Nahas, Ryan Parker, Hazel Johns, Gregg Hart

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

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

Guest Speaker: Larry Feinberg, Director of Santa Barbara Museum of Art – Museum Plans and Update
Larry spoke to group about the upcoming major renovation to the museum. A large part of this is due to deferred maintenance and the need to improve several areas of the museum. He presented renderings of what the plans for the different spaces of the museum would include. The renovation would allow for more galleries, office space and dedicated galleries for both contemporary art and photography. Additionally he mentioned that they would be working with the Getty Museum to house some of the art from Santa Barbara, as well as restore it for as long as needed. The basement will be converted into education offices, and the new renovation will include a rooftop garden. The fundraising goal of the project is \$24M, with a campaign of \$50M to allow for an \$8M endowment. The project will happen in 5 stages over 5 years with renovations beginning in January 2016.

- 1. Call to Order**
Gwen Stauffer called the meeting to order at 8:52am.
- 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**
Gwen Stauffer motioned to approve the agenda of the November 20, 2015 Board meeting; Tom Patton moved to approve; Kay Morter seconded; and the motion was passed unanimously.
- 5. Approval of Minutes of the October 15, 2015 Board meeting**
Kay Morter moved to approve the minutes of the October 15th Board meeting; Ed Galsterer seconded; and the motion was passed unanimously.



6. Approval of September 2015 VSB Financial Reports

Janet Ames reported, no variances on VSB income. Operations are under budget due to open positions and no variances in programs.

Theo Stephan moved to approve the September 2015 VSB financials; Matthew La Vine seconded; and the motion was passed unanimously.

7. Approval of September 2015 TBID Financial Reports

Janet Ames reported that City of SB and Goleta are actual numbers, still waiting on County figures. City of SB and Goleta are both over budget. No variances to report in operations expenses and programs are on a quarterly budget schedule so September looks off but they are on track with the annual budget.

Kay Morter moved to approve the September 2015 TBID financials, Matthew La Vine seconded; and the motion was passed unanimously.

8. Approval of 2014-2015 Audit

Gwen Stauffer updated the group on the audit presented to the Executive Committee by our CPA Brad Stoltey. It was his unqualified opinion that that the financial statements presented by VSB were in accordance with generally accepted accounting principles. He commented that Janet did a good job preparing for the audit with very few journal entries posted during the audit. He also commented that there were no extraordinary concerns and that there was only some small modifications to be made with internal controls.

9. Staff Update – Karna Hughes – Communications/PR

Karna update the group on communication department updates and upcoming plans. Overall, they have moved away from the Oil Spill conversation since it has not affected the travel space. There were several publications following the spill that highlighted our beaches being open for business, Coastal Getaways and we were even named 1 of 30 of the best small cities by Conde Nast. She also update the group on the SF Media event, updates to the website and a recent China FAM's.

10. Oil Spill Claim Process

Kathy updated the group on claims won by both Santa Barbara Chamber and Goleta Chamber in relation to the oil spill. The funds will be used to hire someone to help with a campaign to boost the fishing industry which was the most affected. VSB is still working through the process of possibly filing their own claim but the process is ongoing.

11. Tourism Local Awareness Strategy

Kathy update the group on a new initiative to boost local awareness of tourism benefits and why travel matters. May 1 -7 is National Tourism week and we are working to highlight roles locals play in this industry. The campaign will include three parts; a video showcasing the human element to connect tourists, a local social media campaign and local PR outreach.

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12. **Staffing Updates**

Kathy update the group on the start of the VP of Marketing, the search for a Director of Sales and the maternity leave for both Jaime Shaw and Lynda Dees.

13. **Website Update**

Kathy updated the group on the website development and launch, which has been postponed until February. She mentioned that the new site would include impressive listings for members and many other improvements overall.

14. **Committee Reports**

- **TBID Committee**

Tom Patton reported that the next quarterly meeting is scheduled for December 15th with the guest speaker being Rebecca Bjork from the Planning Commission to discuss constructions projects around town and how they might affect tourism.

- **Marketing Committee**

Michael Cohen also update the group on the website development and reiterated that the new site would be much more impressive and beneficial to members.

Community Reports

- **GSBL&RA**

Tom Patton updated the group on the Elected Officials event as well as the Board meeting that also had Rebecca as the guest speaker who mentioned Northbound State Street would be closed starting Monday for 6 months.

- **Downtown Santa Barbara**

No update.

- **Santa Barbara Airport**

No update.

- **City of Santa Barbara**

No update.

15. **Upcoming Events**

- **Travel Outlook**

December 9

16. **Staff Reports (on file)**

17. **President's Report**

No report.

18. **Other business**

Gwen update the group on Tom's recent win of California's Hotel and Lodging Association General Manager of the Year. He is the first and only winner out of our area.

19. **Adjourn**

With no other business, the meeting was adjourned at 9:40am.

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Minutes approved by:

Richard Yates, Secretary _____ Date _____
Visit Santa Barbara Board of Directors