

# VISIT SANTA BARBARA THE AMERICAN RIVIERA®

**Board Meeting**  
Thursday, October 15, 2015  
8:30am - 10:00am  
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 September 17, 2015 Meeting | Gwen Stauffer         |
| 6. | Approval of August 2015 VSB Financial Reports     | Richard Nahas         |
| 7. | Approval of August 2015 TBID Financial Reports    | Richard Nahas         |

### **Discussion Items**

- |     |  |                       |
|-----|--|-----------------------|
| 8.  | Staff Update: Film Commission                    | Geoff Alexander       |
| 9.  | Recap of Refugio Oil Spill call with City Lawyer | Gwen Stauffer         |
| 10. | Staffing Updates                                 | Gwen Stauffer         |
| 11. | 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 |
| 12. | Upcoming Events                                  | Kathy Janega-Dykes    |
|     | • Epicure.sb                                     | October 1 - 31        |
|     | • I AM Santa Barbara                             | October 28            |
| 13. | Staff Reports                                    | (on file)             |
| 14. | President's Report                               | Kathy Janega-Dykes    |
| 15. | Other business                                   |                       |
| 16. | Adjourn  |                       |

# VISIT SANTA BARBARA THE AMERICAN RIVIERA®

**Next Board Meeting:** Friday, November 20, 2015 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**  
**Thursday, October 15, 2015**

**Attending:** Michael Cohen, Barry Dorsey, Karen Earp, Ed Galsterer, Casey Graves, Paul Hoyle, Matthew La Vine, Morgen McLaughlin, Kay Morter, Ryan Parker, Tom Patton, Gwen Stauffer, Tyler Tomblin, Richard Yates, Pamela Webber, Gregg Hart

**Absent:** Amanda Allen, Leslie Brickell, Michael Morgan, Richard Nahas, Theo Stephan, Brent Sumner, Hazel Johns

**Staff:** Lynda Dees, Janet Ames

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

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- 1. Call to Order**  
Gwen Stauffer called the meeting to order at 8:32am.
- 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 October 15, 2015 Board meeting; Kay Morter moved to approve; Barry Dorsey seconded; and the motion was passed unanimously.
- 5. Approval of Minutes of the September 17, 2015 Board meeting**  
Richard Yates moved to approve the minutes of the September 17<sup>th</sup> Board meeting; Kay Morter seconded; and the motion was passed unanimously.
- 6. Approval of August 2015 VSB Financial Reports**  
Janet Ames reported that VSB is currently looking at co-op sales which is showing the month low and potentially under budget for the year. Operation variances included health insurance due to onboarding of new staff and additional coverage costs. Staff costs related to salaries were under budget due to staff vacancies. No program variances.

Kay Morter moved to approve the August 2015 VSB financials; Tom Patton seconded; and the motion was passed unanimously.

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## 7. **Approval of August 2015 TBID Financial Reports**

Janet Ames reported that all amounts were current for all agencies and all reported over budget. Variances under Operations included salaries due to staff vacancies. Variances in programs included Sales Rep, showing over budget for month under budget for year – this was due to timing of invoices. Internet Maintenance will also increase due to the website going live and related costs.

Matthew La Vine moved to approve the August 2015 TBID financials, Paul Hoyle seconded; and the motion was passed unanimously.

## 8. **Staff Update – Geoff Franklin, Film Commission**

Geoff updated the group on the activities of the Film Commission including his primary functions, promotion in SB County, Direct Economic Benefits and Special Projects currently underway. He presented the group with images of several locations that make SB a unique place for production. Production has shot Santa Barbara for Africa, Mexico, Afghanistan, Italy, Spain, France and more. He also discussed the increase in production days and the potential spending in Santa Barbara County. Geoff spoke to the group about his participation in the Film Liaisons in California, Current Legislative Chair and the Statewide Incentive Program and the successful passing of the incentive. He spoke about the economic impact of film tourism, with examples of both Nashville and London and the opportunities these presented. He went on to discuss the success of the Bachelorette and spoke about current special projects including Top Chef and the Mike Mills Feature Film.

## 9. **Recap of Refugio Oil Spill call with City Lawyer**

Gwen Stauffer spoke to the group about the continuing conversation with the lawyer contracted by the City to file a lawsuit for potential long term damage to Santa Barbara's image. The City would like VSB to participate in the lawsuit but VSB is still monitoring and collecting data to understand the long term impacts.

## 10. **Staffing Updates**

Gwen Stauffer updated the group on the hire of a new VP of Marketing and Strategy person. Jennifer Walker will join the team from the DMO in Austin, Texas on December 7<sup>th</sup>. She brings a lot of experience and creativity and those that interviewed her felt she would be a great addition to the team.

## 11. **Committee Reports**

- **TBID Committee**

Tom Patton reported that committee met September 24<sup>th</sup> and heard from Steven Meade from JackRabbit regarding the new website booking tool which will benefit all hotels at no cost. Additionally, he updated the group on the Small Inn Campaign set to launch shortly for those hotels with less than 60 rooms and no Corporate ownership or affiliation.

- **Marketing Committee**

Michael Cohen reminded the group about the upcoming China Ready seminar on the 20<sup>th</sup> to help business prepare for China visitors. The event will take place at the El

500 E. Montecito Street, Santa Barbara, CA 93103  
805.966.9222 • fax: 805.966.1728  
[www.santabarbaraCA.com](http://www.santabarbaraCA.com) • [www.filmsantabarbara.com](http://www.filmsantabarbara.com)

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Encanto. Additionally, he mentioned that the website update is still in the works and Substance is currently making improvements recommended by VSB.

## Community Reports

- **GSBL&RA**  
Tom Patton updated the group about the luncheon with Cam Sanchez and his update on the CSO program. He is having some difficulties with fully staffing the program due to recruitment and training.
- **Downtown Santa Barbara**  
No update.
- **Santa Barbara Airport**  
Matthew La Vine updated the group on the loss of the air service development grant partially due to timing and also community involvement. Hazel will be applying for this again next year.
- **City of Santa Barbara**  
Gregg Hart updated the group on the upcoming hearing today at 1:00pm regarding short term rentals relating to home sharing. The council is looking to make a decision but a vote of 5 in required. Additionally, he updated the group about the forecasted El Nino and the preparations the City is making for this natural disaster. He advised the group to prepare as the City can expect severe flooding and damage to current construction projects.

## 12. Upcoming Events

- Epicure.sb October 1-31
- I am Santa Barbara October 28
- Travel Outlook December 9

## 13. Staff Reports (on file)

## 14. President's Report

No report.

## 15. Other business

No other business.

## 16. Adjourn

With no other business, the meeting was adjourned at 9:55am.

Minutes approved by:

Richard Yates, Secretary \_\_\_\_\_ Date \_\_\_\_\_  
Visit Santa Barbara Board of Directors