SANTA BARBARA
THE AMERICAN RIVIERA®

Board of Directors Meeting
Thursday, October 19, 2017
8:30am – 10:00am
Location: Visit Santa Barbara

AGENDA

Guest Speaker: Paul Casey, City Administrator, City of Santa Barbara

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 September 21, 2017 Meeting	Karen Earp
6.	Approval of August 2017 VSB Financial Reports	Richard Good
7.	Approval of August 2017 TBID Financial Reports	Richard Good

Discussion Items

8.	2017/ 2018 Marketing & Sales Update	Jennifer Walker & Michelle Carlen
9.	STR Report Review	Karen Earp
10.	Board Vacancy	Karen Earp
11.	Committee Reports	
	• TBID Committee	Tom Patton
12.	Community Reports	
	• Hospitality Santa Barbara	Tom Patton
	• Santa Barbara Airport	Hazel Johns
	• City of Santa Barbara	Councilman Gregg Hart
13.	Upcoming Events	Kathy Janega-Dykes
	• November Board meeting, Monday, November 20, 2017	
14.	President's Report	Kathy Janega-Dykes
15.	Other Business	
16.	Adjourn	

Next Board Meeting: Monday, November 20, 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.*

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Board of Directors Meeting
Thursday, October 19, 2017
Meeting Minutes

Attending:	Karen Earp, Gwen Stauffer, Maggie Campbell, Barry Dorsey, Richard Good, Ryan Parker, Tom Patton, Kristen Weidemann, Richard Yates, Neil Poisson, Carlos Lopes, Katie Grassini, Kristin Battaglia, Kristen Miller, Gregg Hart, Pamela Webber, Hazel Johns,
Absent:	Ed Galsterer, Shaun O'Bryan, Tara Jones, Luke Swetland, Skip Abed, Rick Boller
Staff:	Kathy Janega-Dykes, Jennifer Walker, Michelle Carlen, Angelica Ramirez, Janet Ames,
Location:	Visit Santa Barbara 500 E. Montecito Street Santa Barbara, CA 93103

Speaker: Paul Casey, City Administrator, City of Santa Barbara

Paul Casey discussed the city's stance on housing, parking and vacancies in the downtown area. Paul shared potential changes to State Street acknowledging that State Street isn't dead but that there are issues to be resolved. Paul touched on the City of Santa Barbara becoming a smoke-free city, the homeless issue, plans for the State Street underpass, the Wayfinding Project, public art along State Street, and loading regulations on State Street. He also discussed the sales tax increase and the effect on the City budget and the funding to Visit Santa Barbara.

1. **Call to Order**
   Karen Earp called the meeting to order at 9:11 a.m.

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**
   Karen Earp motioned to approve the agenda of the October 19th, 2017 Board meeting; Tom Patton moved to approve; Gwen Stauffer seconded; and the motion was passed unanimously.

5. **Approval of Minutes of the September 21st, 2017 Board meeting**
   Karen Earp motioned to approve the minutes of the September 21st, 2017 Board meeting; Tom Patton moved to approve; Gwen Stauffer seconded; and the motion was passed unanimously.

6. **Approval of August 2017 VSB Financial Reports**
   Richard Good reported that VSB is on trend with previous years sharing that there were favorable

variances in salaries, legal fees and accounting fees. Richard noted favorable performance all around.

Gwen Stauffer moved to approve the August 2017 VSB financials; Maggie Campbell seconded; and the motion was passed unanimously.

7. Approval of August 2017 TBID Financial Reports

Richard Good reported that TBID revenue is favorable noting a favorable trend year over year. He is cautious about the upcoming months due to TOT fluctuation. Unspent contingency tied into the favorable net income results. Program expense YTD is 40% more than prior year due to promoting the city.

Tom Patton moved to approve August 2017 TBID financials; Kristen Weidemann seconded; and the motion was passed unanimously.

8. Marketing & Sales Update

Jennifer Walker shared a snap shot of the preliminary research findings that would be shared in detail at the 2018 Travel Outlook event later that day and provided an update on the Miss Nothing ad campaign.

Michelle Carlen provided a YTD sales update and delivered results from IMEX America, the largest meeting and incentive show that takes place annually in Las Vegas, stating that it was a huge success. IMEX provided an excellent platform for the premier of our triple booth which promoted a great deal of attention in a positive way.

9. STR Report Review

Kathy Janega- Dykes shared The STR Destination Report for Santa Barbara CVB & Film Commission which reflects business is still strong in our area and that Santa Barbara is doing well when compared to our competitors. Overall, occupancy is slightly up in the current month of September from the previous year.

10. Board Vacancy

Kathy Janega- Dykes asked the board of directors to please share potential board prospects to consider from any industry segment to fill the open seat on the Board of Directors.

11. Committee Reports

- TBID Committee
  Tom Patton stated that the TBID meeting held on September 27th, 2017 at The Fess Parker, a Doubletree by Hilton Resort went well. Tom shared about the renovations and rebranding underway at that resort and shared the new resort name of, Hilton Santa Barbara Beachfront Resort. Tom also mentioned the need for further discussion on short term rentals in an attempt to find a win-win solution.

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12. Community Reports

- Hospitality Santa Barbara
  Tom Patton encouraged everyone to get involved and to vote in the upcoming election.
- Santa Barbara Airport
  Hazel Johns reported an increase in passenger traffic and growth.
- City of Santa Barbara
  No update.

13. Upcoming Events

Kathy Janega- Dykes provided a reminder that November's Board of Directors meeting will take place on Monday, November 20th, 2017 at 8:30 a.m. at Visit Santa Barbara.

14. President's Report

Nothing more to share.

15. Other business

No other business.

16. Adjourn

With no other business, the meeting was adjourned at 9:45 a.m.

Minutes approved by:

Barry Dorsey, Secretary Barry E. Dorsey Date 11/20/17
Visit Santa Barbara Board of Directors

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