

SANTA BARBARA

THE AMERICAN RIVIERA®

Board of Directors Meeting Thursday, September 20, 2018 8:30am - 10:00am Location: Visit Santa Barbara

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.

AGENDA

Guest Speakers- Jerry Estrada, General Manager and Hillary Blackerby, Marketing and Community Relations Manager with the Santa Barbara Metropolitan Transit District

Action Items

- | | |
|---|-----------------------|
| 1. Call to Order | Tom Patton |
| 2. Antitrust Compliance | Tom Patton |
| 3. Public Comment | Members of the Public |
| 4. Approval of Agenda | Tom Patton |
| 5. Approval of Minutes of July 19, 2018 Meeting | Tom Patton |
| 6. Approval of June 2018 VSB Financial Reports | Richard Good |
| 7. Approval of June 2018 TBID Financial Reports | Richard Good |
| 8. Approval of July 2018 VSB Financial Reports | Richard Good |
| 9. Approval of July 2018 TBID Financial Reports | Richard Good |

Discussion Items

- | | |
|--|-----------------------|
| 10. Marketing and Sales Update | VSB Staff |
| 11. July STR Report Review | Tom Patton |
| 12. Travel Outlook Agenda | Tom Patton |
| 13. Staff Update | Kathy Janega-Dykes |
| 14. Committee Reports | |
| • TBID Committee | Barry Dorsey |
| • Marketing Committee | Ryan Parker |
| • Sales Advisory Committee | Neil Poisson |
| 15. Community Reports | |
| • Hospitality Santa Barbara | Tom Patton |
| • Santa Barbara Airport | Deanna Zachrission |
| • City of Santa Barbara | Councilman Gregg Hart |
| • Goleta Chamber of Commerce | Kristen Miller |
| 16. Upcoming Events | Kathy Janega-Dykes |
| • Travel Outlook- October 30 th at the Hilton Santa Barbara Beachfront Resort | |
| 17. President's Report | Kathy Janega-Dykes |

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18. Other Business

19. Adjourn

Next Board Meeting: Thursday, October 18, 2018 8:30am - 10:00am **Location:** Visit 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 Angelica Ramirez 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 Committees

TBID Committee- Barry Dorsey, Chair

Audit Committee- Richard Good, Chair

Marketing Committee- Ryan Parker, Chair

Sales Advisory Committee- Neil Poisson, Chair

Crisis Preparedness Committee- TBD, Chair

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Meeting Minutes FY 2018- 2019 Board of Directors Meeting Thursday, September 20, 2018

Attending: Luke Swetland, Barry Dorsey, Neil Poisson, Gwen Stauffer, Carlos Lopes, Kristen Miller, Richard Good, Skip Abed, Rick Boller, Sherry Villanueva, Tom Patton, Sarah York Rubin, Aaron Ide, Tara Jones, Pamela Webber, Gregg Hart, Deanna Zachrisson

Absent: Ryan Parker, Roberto van Geenen, Michael Cohen, Katie Grassini, Craig Forbus, Ed Galsterer, Kristen Weidemann

Staff: Kathy Janega-Dykes, Angelica Ramirez, JessyLynn Perkins, Noelle Buben, Carly Bates, Janet Ames

Location: Visit Santa Barbara, 500 East Montecito Street, Santa Barbara, CA 93103

Guest Speakers: Jerry Estrada, General Manager and Hillary Blackerby, Marketing and Communications Relations Manager of Santa Barbara MTD

Jerry Estrada and Hillary Blackerby announced the launch of a new one-day pass for the Downtown and Waterfront Shuttle routes. The pass costs \$1 and allows for unlimited usage. Day passes are available for purchase at MTD's Transit Center. Hillary also noted their new fleet of zero-emissions battery-electric shuttles. The new shuttles are equipped with air conditioning which makes the experience of riding a shuttle more enjoyable. Hillary pointed out that the shuttles are consistently frequented by cruise ship passengers. Hillary urged the board to contact her directly to purchase the day passes in bulk to have on hand for visitors adding that there is not an expiration date on the passes.

1. Call to Order

Tom Patton called the meeting to order at 8:51 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

Tom Patton motioned to approve the agenda of the September 20, 2018 Board meeting; Gwen Stauffer moved to approve; Richard Good seconded; and the motion was passed unanimously.

5. Approval of Minutes of the July 19, 2018 Board meeting

Tom Patton motioned to approve the minutes of the July 19, 2018 Board meeting; Barry Dorsey moved to approve; Gwen Stauffer seconded; and the motion was passed unanimously.

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6. **Approval of June 2018 VSB Financial Reports**

Richard Good reported that income came in as projected. The negative variance in co-op advertising was offset with the positive variance in total employee operational costs. Richard pointed out that the small variance in professional services was due to the recruitment costs for the VP position. Richard added that overall, expenses were favorable. Richard commented to the board that the organization did an incredible job with managing financials last fiscal year.

Luke Swetland moved to approve the June VSB financials; Gwen Stauffer seconded; and the motion was passed unanimously.

7. **Approval of June 2018 TBID Financial Reports**

Richard Good reported that TBID income was slightly unfavorable for month compared to the forecast but overall, TBID income was favorable YTD. Richard pointed out that the professional services variance under operations reflected the VP recruitment costs. Richard shared that the negative variance in advertising was a result of a strategic investment in advertising as part of the recovery effort. Richard added that the variance in FAM tours and promotional items was due to the rescheduled FAM trips from Q1. Richard acknowledged that it was a tough year and VSB took a little gamble to overspend in paid media which was offset with other areas where we saw savings.

Barry Dorsey moved to approve June 2018 TBID financials; Gwen Stauffer seconded; and the motion was passed unanimously.

8. **Approval of July 2018 VSB Financial Reports**

Richard Good reported that income came in as forecasted. Richard shared that there was a favorable variance in salaries and that there were no other major variances to note.

Neil Poisson moved to approve the July VSB financials; Barry Dorsey seconded; and the motion was passed unanimously.

9. **Approval of July 2018 TBID Financial Reports**

Richard Good reported that TBID revenue came in extremely strong, particularly in Goleta. Richard noted that the variance in visual assets was due to the disaster video. Richard added that overall, we saw a positive performance in July.

Gwen Stauffer moved to approve July 2018 TBID financials; Luke Swetland seconded; and the motion was passed unanimously.

10. **Marketing Update**

JessyLynn reported that Visit Santa Barbara partnered with Mpls.St.Paul Magazine and Sun Country Airlines to create an "Ultimate Santa Barbara Vacation" travel contest in August and provided the campaign results. JessyLynn announced that as a result of the Thomas Fires and 1/9 Debris Flow, Visit Santa Barbara has been asked to present at industry conferences around the county. To share a story that conveys the severity of the situation, while highlighting our road to recovery, VSB created a 3-minute video to be used during presentations on crisis communication. JessyLynn

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shared the 3-minute video with the board. Noelle Buben shared the “Hello Santa Barbara” campaign results. The partnership with Amtrak was to promote car-free travel to the Santa Barbara South Coast. Noelle provided an update on the SB County Pop-Up Travel Boutique. This experiential Santa Barbara County travel boutique is designed to encourage visitors to experience the destination through interactive art installations. Visit Santa Barbara has partnered with Goleta, Santa Ynez Valley, Buellton, Solvang and Santa Maria. This campaign will be held from November 1-4, 2018 at The Americana at Brand.

11. **July and August STR Report Review**

Tom Patton and Kathy Janega-Dykes shared that Santa Barbara was notably down in occupancy in July. August proved to be a strong favorable month for Santa Barbara’s occupancy. ADR was down from last year in both July and August.

12. **Travel Outlook Agenda**

Kathy Janega-Dykes announced that David Bratton, founder and managing director at Destination Analysts will present on the “State of the American Traveler.” Los Angeles Tourism & Convention Board Chief Marketing Officer Don Skeoch will provide the industry with insights from the region’s largest destination gateway. Other topics include 2019 lodging forecasts as well as the unveiling of VSB’s new creative and media strategy.

13. **Staff Update**

Kathy Janega-Dykes announced that James Minton, Vice President of Strategic Planning and Marketing, would begin on Monday, September 24, 2018.

14. **Committee Reports**

- TBID Committee- Barry Dorsey announced that the Annual Report for the Santa Barbara South Coast Tourism Business Improvement District was attached to the meeting materials and distributed to the designated officials for the City and County. Barry proceeded to share that the announcement for the TBID CPI Increase that takes effect in January of 2019 was emailed and mailed to TBID properties. Barry and Kathy Janega-Dykes shared that they have begun the renewal process for 2020 and that they are considering a possible change in the TBID structure.
- Marketing Committee- Kathy Janega-Dykes shared that Greenhaus presented new creative to the committee earlier in the month adding that the committee was very engaged.
- Sales Advisory Committee- Kathy Janega-Dykes shared that the new committee recently met to address new ways to bring group business to our destination.

15. **Community Reports**

- Hospitality Santa Barbara- Tom Patton shared that HSB strives to be much more visible adding that this will be obtained by being more active in the community.
- Santa Barbara Airport- Deanna Zachrission announced that Hazel Johns retired. Deanna shared that two new carriers were added in August adding that it has been very busy at the airport and as a result they are 10% from last year.

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- City of Santa Barbara- Councilmember Gregg Hart shared that the State Street has great potential and stated that there is a lot of interest from the city to invest in cleaning and infrastructure downtown.
- Goleta Chamber of Commerce- Kristen Miller announced upcoming events taking place in Goleta. Kristen shared that Kathy Janega-Dykes was on the agenda for the October 2 City Council meeting in an effort to educate the City Council on the importance of funding tourism promotion and visitor services. Kristen urged the board to show their support.

16. Upcoming Events

Kathy Janega-Dykes shared that Travel Outlook is being held on October 30 at the Hilton Santa Barbara Beachfront Resort.

17. President's Report

Nothing to report.

18. Other business

Nothing to report.

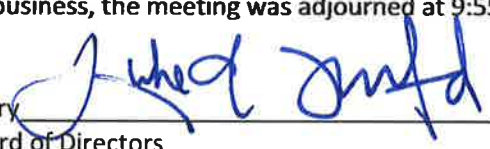
19. Adjourn

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

Minutes approved by:

Luke Swetland, Secretary

Visit Santa Barbara Board of Directors



Date OCTOBER 18, 2018