

# SANTA BARBARA

THE AMERICAN RIVIERA®

## Crisis Preparedness Committee Meeting

Thursday, October 25, 2018 10:00 am - 11:30 am

Location: Visit Santa Barbara

500 East Montecito Street, Santa Barbara, CA 93101

### AGENDA

Welcome and Introductions

Gwen Stauffer

#### 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

#### Discussion Items

5. Mission: Kathy Janega-Dykes

*The Visit Santa Barbara Crisis Preparedness Subcommittee informs and guides the region's crisis management strategy to ensure the destination marketing organization and hospitality industry are well prepared to effectively handle and recover from all types of crises.*

#### Functions:

- *The committee will assess the region's vulnerabilities and discuss potential crisis scenarios from a destination marketing perspective*
  - *Committee members will provide best practices and historic perspectives on crisis communications preparedness and management from their respective business sector perspectives.*
  - *The committee will collaborate with government agencies, law enforcement and like-minded community organizations that are involved in crisis management.*
  - *The committee will help to refine Visit Santa Barbara's Crisis Communication Plan.*
  - *The committee will propose and shape crisis recovery strategies and tactics in regards to destination marketing.*
6. Review Crisis Communication Plan Karna Hughes
  7. Review PR and Social Media Talking Points Karna Hughes &  
JessyLynn Perkins
  8. Discuss Emergency Operations Training Natalie Bovee
  9. Crisis Communications Firm Update Kathy Janega-Dykes
  10. Adjourn Gwen Stauffer

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**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

Audit Committee-, Chair

TBID Committee- Barry Dorsey, Chair

Marketing Committee- Ryan Parker, Chair

Sales Advisory Committee- Neil Poisson, Chair

Crisis Preparedness Committee- Gwen Stauffer, Chair