

SANTA BARBARA

THE AMERICAN RIVIERA[®]

Executive Committee Meeting

Thursday, April 12, 2018

8:00am - 9:30am

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 March 9, 2018 Meeting | Gwen Stauffer |
| 6. Approval of February 2018 VSB Financial Reports | Richard Good |
| 7. Approval of February 2018 TBID Financial Reports | Richard Good |

Discussion Items

- | | |
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| 8. 17/18 Year End Budget Forecast | Janet Ames |
| 9. Preliminary 18/19 Budget | Janet Ames |
| 10. Board Nominations | Ed Galsterer |
| 11. Tourism Recovery Efforts | Kathy Janega-Dykes |
| 12. Staffing Updates | Kathy Janega-Dykes |
| 13. City Funding Request | Kathy Janega-Dykes |
| 14. Upcoming Events | Kathy Janega-Dykes |
| • Annual General Meeting: May 10 th | |
| • Cocktail Competition: June 21 st | |
| 15. President's Report | Kathy Janega-Dykes |
| 16. Other Business | |
| 17. Adjourn | |
| 18. Executive Session | |

Next Board Meeting: Thursday, 4/19/18 at 8:30am **Next EC Meeting** Thursday, 5/10/18 at 8:00am

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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: Visit Santa Barbara is committed to promoting and elevating Santa Barbara's position as world-class destination for leisure and business travel. Visit Santa Barbara further serves to ensure tourism continues to contribute on a large scale, thereby enhancing the quality of life for all who live, work and play here.

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 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 the Bureau and by representatives of any members of the Bureau.

At any meeting of the membership of VSB or any committees of VSB, or at any meeting where any employee of VSB 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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Meeting Minutes FY 2017-2018 Executive Committee Thursday, April 12, 2018

Attending: Gwen Stauffer, Ed Galsterer, Richard Good, Ryan Parker,
Absent: Tom Patton, Barry Dorsey
Staff: Kathy Janega-Dykes, Janet Ames, Angelica Ramirez
Location: Visit Santa Barbara, 500 E. Montecito Street, Santa Barbara, CA 93103

1. Call to Order

Gwen Stauffer called the Executive Committee meeting to order at 8:06 a.m.

2. Antitrust Compliance

It is the policy of Visit Santa Barbara to fully comply with the antitrust laws of the United States.

3. Public Comment

No public comment.

4. Approval of Agenda

Richard Good moved to approve the agenda of the April 12, 2018 Executive Committee meeting; Ryan Parker seconded; and the motion was passed unanimously.

5. Approval of Minutes of March 9, 2018 Meeting

Richard Good moved to approve the minutes of the March 9, 2018 Executive Committee meeting; Ed Galsterer seconded; and the motion was passed unanimously.

6. Approval of February 2018 VSB Financial Reports

Richard Good reported that the balance sheet shows improvement and proves to be robust year after year. Increase in payables vs expenses left VSB in a great position. VSB co-op underperformed. Salaries performed favorable due to staffing changes. Richard added that VSB landed ahead for the month of February.

Ed Galsterer moved to approve the February 2018 VSB financials; Ryan Parker seconded; and the motion was passed unanimously.

7. Approval of February 2018 TBID Financial Reports

Richard Good reported that the City of Santa Barbara reflect actuals. Goleta's is the budgeted amount. Richard added that Goleta continues to perform well and is hopeful that Goleta will be favorable once again. Richard mentioned that there were no TBID Contingency funds spent in February.

Ryan Parker moved to approve February 2018 TBID financials; Gwen Stauffer seconded; and the motion was passed unanimously.

8. 17/18 Year End Budget Forecast

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Janet Ames and Kathy Janega-Dykes presented the 17/18 year end budget forecast. It was noted that income was being closely looked at. New properties and temporary property closures were also factored in when it was agreed upon that VSB will carry over this current year budget for the next FY to play it safe.

9. Preliminary 18/19 Budget

Janet Ames presented the preliminary 18/19 budget. The executive committee agreed to regroup in a month to allow time to watch trends before finalizing the 18/19 budget in June.

10. Board Nominations

Ed Galsterer provided the executive committee with an update on board nominations.

11. Tourism Recovery Efforts

Kathy Janega-Dykes provided a printed overview which outlined what VSB has done and what has been activated since January with respect to recovery efforts. Kathy added that members need to be actively engaged to fully benefit from our efforts.

12. Staffing Update

Kathy Janega-Dykes informed the executive committee of the new hires and stated that she has been working closely with The Coraggio Group on the open VP of Strategy position. Kathy anticipates to start recruiting for the open position in May once the new job description is finalized. Kathy would like to have an interview panel interview candidates for the VP of Strategy position. Discussion of the organization chart followed.

13. City Funding Request

Kathy Janega-Dykes shared the letter that she wrote to Paul Casey in an effort to gain additional city funds. Kathy agreed to reach out to the Mayor as well.

14. Upcoming Events

Kathy Janega Dykes mentioned AGM on May 10th and the Cocktail Competition on June 21st.

15. President's Report

None to report.

16. Other Business

A private executive session to follow the adjournment of the meeting.

17. Adjourn

With no other business, the meeting adjourned at 9:28 a.m.

Minutes approved by:



Barry Dorsey, Secretary
Visit Santa Barbara



Date