

# SANTA BARBARA

THE AMERICAN RIVIERA<sup>®</sup>

## Executive Committee Meeting

Monday, November 6, 2017

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 October 12, 2017 Meeting   | Gwen Stauffer         |
| 6. Approval of September 2017 VSB Financial Reports  | Richard Good          |
| 7. Approval of September 2017 TBID Financial Reports | Richard Good          |

#### Discussion Items

- |                                  |                    |
|----------------------------------|--------------------|
| 8. 2017 VSB Audit                | Brad Stoltey       |
| 9. Employee Classifications      | Richard Good       |
| 10. China Customer Advisor Board | Richard Good       |
| 11. 360 Staff Survey Update      | Kathy Janega-Dykes |
| 12. VSB Board Guest Speakers     | Kathy Janega-Dykes |
| 13. Upcoming Events              | Kathy Janega-Dykes |
| 14. President's Report           | Kathy Janega-Dykes |
| 15. Other Business               |                    |
| 16. Adjourn                      |                    |

**Next Board Meeting:** MONDAY 11/20 at 8:30am    **Next EC Meeting** THURSDAY 1/11/18 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 Monday, November 6, 2017

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

**1. Call to Order**

Gwen Stauffer called the Executive Committee meeting to order at 8:05 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**

Tom Patton moved to approve the agenda of the November 6, 2017 Executive Committee meeting; Ed Galsterer seconded; and the motion was passed unanimously.

**5. Approval of Minutes of October 12, 2017 Meeting**

Ed Galsterer moved to approve the minutes of the October 12, 2017 Executive Committee meeting; Tom Patton seconded; and the motion was passed unanimously.

**6. Approval of September 2017 VSB Financial Reports**

Richard Good reported that VSB is spot on revenue adding no major variances to note except a favorable variance in staff salaries.

Gwen Stauffer moved to approve the September 2017 VSB financials; Barry Dorsey seconded; and the motion was passed unanimously.

**7. Approval of September 2017 TBID Financial Reports**

Richard Good reported that the City of SB had reported their numbers and were still waiting for Goleta and the County. There were only a few variances. The Contract expense variance was detailed for the group.

Ryan Parker moved to approve September 2017 TBID financials; Barry Dorsey seconded; and the motion was passed unanimously.

**8. 2017 VSB Audit**

Brad Stoltey presented the financial statements draft for Visit Santa Barbara's 2017 audit in accordance with accounting principles generally accepted in the United States of America. He

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shared that he worked closely with Janet Ames and Kathy Janega-Dykes. He noted that only one very minimal adjustment was made adding that the financials have been handled very well for VSB. Per the request of the Executive Committee Janet Ames will provide Brad Stoltey the functional expenses so that he can generate the Functional Expense Schedule to file with the financial statements.

### 9. Employee Classifications

Richard Good shared that the organization chart was tactfully and appropriately examined with respect to exempt versus non-exempt classified employees to ensure consistent compliance.

### 10. China Customer Advisor Board

Richard Good shared that Visit California selected our destination to unite two Pan China CAB groups which consists of high power influential travelers from China. Targeting affluent travelers to Santa Barbara from China has been an objective of VSB. He shared that he would like to use TBID money to create a unique top notch American Riviera experience for this group. The group will be staying at Hotel Californian for three days. VSB has partnered with VCA to host this group.

### 11. 360 Employee Reviews Update

Kathy Janega-Dykes shared that the first series of sessions was facilitated on November 3<sup>rd</sup> and 4<sup>th</sup> and that the custom survey was to take place in mid-November. She added that the Coraggio Group expenses would be covered by the savings in employee salaries.

### 12. VSB Board Guest Speakers

Kathy Janega-Dykes asked the committee to provide future guest speaker suggestions for our Board of Directors meetings.

### 13. Upcoming Events

Kathy Janega-Dykes shared her travel dates for the Dubai and India mission.

### 14. President's Report

Kathy Janega-Dykes stated that there was nothing more to add at this time.

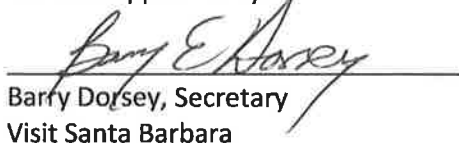
### 15. Other Business

None to report.

### 16. Adjourn

With no other business, the meeting adjourned at 9:23 a.m.

Minutes approved by:

  
Barry Dorsey, Secretary  
Visit Santa Barbara

  
Date