

# SANTA BARBARA

THE AMERICAN RIVIERA®

## Executive Committee Meeting

Thursday, July 13, 2017

8:00am - 9:30am

Location: Visit Santa Barbara

## AGENDA

### 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 June 9, 2017 Meeting | Karen Earp            |
| 6. Approval of May 2017 VSB Financial Reports  | Richard Good          |
| 7. Approval of May 2017 TBID Financial Reports | Richard Good          |
| 8. Banking Recommendations                     | Richard Good          |

### Discussion Items

- |                                  |                    |
|----------------------------------|--------------------|
| 9. Co-op Sales Update            | Kathy Janega-Dykes |
| 10. Credit Instrument Resolution | Kathy Janega-Dykes |
| 11. TBID Records Policy          | Tom Patton         |
| 12. Upcoming Events              | Kathy Janega-Dykes |
| 13. President's Report           | Kathy Janega-Dykes |
| 14. Other Business               |                    |
| 15. Adjourn                      |                    |

**Next Board Meeting:** THURSDAY 7/20 at 8:30am    **Next EC Meeting:** THURSDAY 9/14 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, July 13, 2017

Attending: Karen Earp, Ed Galsterer, Richard Good, Tom Patton, Gwen Stauffer  
Absent: Barry Dorsey, Ryan Parker  
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**

Karen Earp called the Executive Committee meeting to order at 8:00 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 July 13<sup>th</sup>, 2017 Executive Committee meeting; Richard Good seconded; and the motion was passed unanimously.

**5. Approval of Minutes of June 9, 2017 Meeting**

Ed Galsterer moved to approve the minutes of the June 9<sup>th</sup>, 2017 Executive Committee meeting; Gwen Stauffer seconded; and the motion was passed unanimously.

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

Richard Good reported that income for VSB is on trend revenue wise and variances in Operating expenses are due to part-time bookkeeper and other planned staffing changes. Program expenses for YTD is close to budget.

Ed Galsterer moved to approve the May 2017 VSB financials; Tom Patton seconded; and the motion was passed unanimously.

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

Richard Good reported that revenue was actual for the City and County of Santa Barbara. Goleta is the budgeted amount. Variances were detailed in the Gap report.

Gwen Stauffer moved to approve May 2017 TBID financials; Tom Patton seconded; and the motion was passed unanimously.

**8. Banking Recommendation**

Richard Good reported that he'd like to open a payroll account at American Riviera Bank where we currently have our general operating checking account and Money Market account. This will be

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more efficient to transfer money to cover payroll. Janet Ames to contact Joanne at American Riviera Bank.

### 9. 360 Review

Kathy Janega- Dykes reported that she is waiting for a proposal from The Corragio Group to conduct an internal confidential staff evaluation.

### 10. Co-op Sales Update

Kathy Janega- Dykes reported that the forecast is to meet the new budget through a new advertising platform

### 11. Credit Instrument Resolution

Richard Good reported that he and Janet Ames are looking into other credit card options that offer a rewards incentive given our current credit cards through Bank of America don't accrue points nor rewards. It was noted that the customer service provided by Bank of America is less than satisfactory hence the suggested change. Richard Good will report back his findings with respect to the new credit card options at a future Executive Committee Meeting.

### 12. TBID Records Policy

Tom Patton presented the Visit Santa Barbara Record Retention and Destruction Policy which is now in place to protect TBID policy members. Tom Patton presented this for review and will be presenting for approval at the Board of Directors meeting.

### 13. Upcoming Events

Kathy Janega- Dykes reported that Travel Outlook will be held in October at Hotel Californian adding that the results of the Visitor Profile Study will be presented.

### 14. President's Report

Kathy Janega- Dykes mentioned the passing of Tony Romasanta adding that a condolences card will be sent to Mark Romasanta and suggested HSB do the same. Tom Patton added that Tony Romasanta will be honored at a later time.

Kathy Janega- Dykes also reported that the new visitor center located in the La Entrada Project near Hotel Californian is making progress and is scheduled to open by the end of the calendar year. It was noted that the existing visitor center will remain open.

### 15. Other Business

Ed Galsterer reported that Blue Water Grill will be opening in the old Rusty's Lighthouse location. Karen Earp reported significant growth in the lower Coast Village area with respect to new restaurants opening.

Richard Good announced that Apollo Global Management exited Classic Party Rental as an equity partnership and that Santa Barbara Classic Party Rentals was sold to Bright Event Rentals. Richard added that it will be a 6-8 month process to re-brand the company.

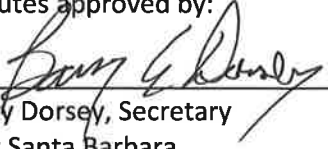
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**16. Adjourn**

With no other business, the meeting adjourned at 9:25 a.m.

Minutes approved by:

  
\_\_\_\_\_  
Barry Dorsey, Secretary  
Visit Santa Barbara

9/14/17  
\_\_\_\_\_  
Date