

SANTA BARBARA

THE AMERICAN RIVIERA[®]

Executive Committee Meeting

Thursday, May 10, 2018

8:00am - 9:30am

Location: Visit Santa Barbara

AGENDA

Action Items

- | | |
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| 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 April 12, 2018 Meeting | Gwen Stauffer |
| 6. Approval of March 2018 VSB Financial Reports | Richard Good |
| 7. Approval of March 2018 TBID Financial Reports | Richard Good |

Discussion Items

- | | |
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| 8. FY 18/19 Preliminary Budget | Janet Ames |
| 9. Proposed 18/19 Executive Committee Slate | Barry Dorsey |
| 10. TBID Chair and Vice Chair Nomination | Tom Patton |
| 11. Upcoming Events | Kathy Janega-Dykes |
| • Annual General Meeting: May 10 th | |
| • AMGEN TOC Stage 2: May 14 th | |
| • Cocktail Competition: June 21 st | |
| 12. President's Report | Kathy Janega-Dykes |
| 13. Other Business | |
| 14. Adjourn | |
| 15. Executive Session | |

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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, May 10, 2018

Attending: Gwen Stauffer, Richard Good, Ryan Parker, Tom Patton
Absent: Barry Dorsey, Ed Galsterer
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 8:03 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 May 10, 2018 Executive Committee meeting; Richard Good seconded; and the motion was passed unanimously.

5. Approval of Minutes of April 12, 2018 Meeting

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

6. Approval of March 2018 VSB Financial Reports

Richard Good reported that March ended with a strong financial position adding co-op revenue is below budget. Richard shared that the Union Bank account has been closed.

Ryan Parker moved to approve the March 2018 VSB financials; Tom Patton seconded; and the motion was passed unanimously.

7. Approval of March 2018 TBID Financial Reports

Richard Good reported that the City of Santa Barbara and Goleta TBID revenue collections were actuals adding that the County of Santa Barbara was still pending. Richard pointed out that March remained strong. Variances in programs are due to timing and decisions to not proceed with FAM tours during the crises. Richard shared that TBID Contingency funds would be invested into an Amtrak activation.

Tom Patton moved to approve March 2018 TBID financials; Ryan Parker seconded; and the motion was passed unanimously.

8. FY 18/19 Preliminary Budget

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Richard Good shared that the forecasted revenue was discussed in detail on a previous call with Tom Patton, Kathy Janega-Dykes and Janet Ames. Richard indicated that the new properties were taken into consideration and that there were no gross assumptions made. Kathy indicated that there would need to be some adjustments and flexibility with moving forward with flat growth.

9. Proposed 18/19 Executive Committee Slate

Kathy Janega-Dykes presented the proposed 18/19 Executive Committee slate.

10. TBID Chair and Vice Chair Nomination

Tom Patton shared the TBID Chair and Vice Chair nominations.

11. Upcoming Events

Kathy Janega-Dykes shared AGM was taking place later that day and reminded the committee of AMGEN TOC Stage 2 on May 14th and the Official Drink Competition on June 21st.

12. President's Report

Kathy Janega-Dykes informed the committee that she has requested additional funding from the City of Santa Barbara to help support the tourism recovery efforts that are greatly needed at this time.

13. Other Business

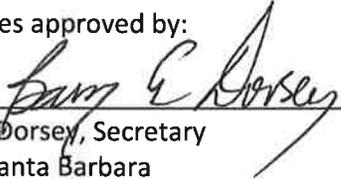
Ryan Parker shared that the Marketing Committee meeting occurred the week prior and that it was very well attended and that attendees were very engaged.

Added to the agenda was a staffing update. The committee agreed that the investment in The Coraggio Group 360 Review needed to be invested in a future plan and in the hiring of a new VP to fully capitalize in a future vision at Visit Santa Barbara.

14. Adjourn

With no other business, the meeting adjourned at 9:17 a.m.

Minutes approved by:



Barry Dorsey, Secretary
Visit Santa Barbara



Date