

SANTA BARBARA

THE AMERICAN RIVIERA®

South Coast Tourism Business Improvement District Committee Meeting

Tuesday, January 16, 2018 8:30 am – 9:00 am
The Ritz- Carlton Bacara, Santa Barbara- Salon 6
8301 Hollister Avenue
Santa Barbara, CA 93117

AGENDA

Welcome and Introductions Tom Patton
Guest Speaker: Roberto van Geenen, General Manager- The Ritz- Carlton Bacara, Santa Barbara

Action Items

1. Call to Order Tom Patton
2. Antitrust Compliance Tom Patton
3. Public Comment Members of the Public
4. Approval of Agenda Tom Patton
5. Approval of September 27, 2017 Meeting Minutes Tom Patton
6. Approval of Q1 2017-2018 TBID Financials Janet Ames
7. Appointment of Roberto van Geenen, General Manager
Of The Ritz- Carlton Bacara to the TBID Committee Tom Patton
8. Adjourn TBID business portion of meeting Tom Patton

With the business portion of the TBID meeting concluded, all TBID committee members are invited to stay for all or a portion of the Marketing Committee meeting.

Welcome and Introductions Ryan Parker

Action Items

1. Call to Order Ryan Parker
2. Antitrust Compliance Ryan Parker
3. Public Comment Members of the Public
4. Approval of Agenda Ryan Parker
5. Approval of September 15, 2017 Meeting Minutes Ryan Parker

Discussion Items

6. Recap of Recent Marketing Activities Jennifer Walker
7. Other Business Kathy Janega-Dykes
8. Adjourn Ryan Parker

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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 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 the Bureau or any committees of the Bureau, or at any meeting where any employee of the Bureau is present or where the Bureau 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 TBID Committee Tuesday, January 16, 2018

Attending: Paul Bullock, Barry Dorsey, Neil Poisson, Tom Patton, Kristin Battaglia, Ryan Parker, Jaime Valdez, Greg Broussard, Carlos Lopes, Paulina Tran, Shelby Sim
Absent: Teresa Stiff, Dan Alvarado, Andy Polhill, Robert Cole, Theo Kracke, Renee Fletcher, Debbie Neer, Valerie Kushnerov, Kristen Miller, Michelle Greene, Sylvie Monsivais
Staff: Kathy Janega-Dykes, Angelica Ramirez, Janet Ames
Location: The Ritz- Carlton Bacara, Santa Barbara, 8301 Hollister Avenue, Goleta, CA 93117

Guest Speaker: Roberto van Geenen, General Manager, The Ritz-Carlton Bacara, Santa Barbara

Mr. Roberto van Geenen introduced himself to the board as the new General Manager of the resort adding that he was passionate to be in Santa Barbara. Roberto shared his involvement in the tourism industry in Texas. Roberto proceeded to share plans for a renovation to the meeting space, lobby and spa.

1. Call to Order

Tom Patton called the TBID Committee meeting to order 8:41 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

N/A due to lack of quorum.

5. Approval of Minutes of the September 27, 2017 TBID Committee meeting

N/A due to lack of quorum.

6. Approval of Q1 2017-2018 Financial Reports

N/A due to lack of quorum.

7. Appointment of Roberto van Geenen

N/A due to lack of quorum.

8. Adjourn TBID business portion of meeting

With no other business, the meeting adjourned at 9:06am

With the business portion of the TBID meeting concluded, all of the TBID committee members were invited to stay for all or a portion of the Marketing Committee meeting.

SANTA BARBARA

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Meeting Minutes FY 2017/2018 Marketing Committee Meeting Tuesday, January 16, 2018

Attending: Skip Abed, Michael Cohen, Anna Jacobson, Mary Lynn Harms- Romo, Dean Noble, Laura Ray, Kate Schwab, Dave Lombardi, Claudia Shou, Mitchell Sjerven, Cortney Herbert, Sarah York Rubin, Paul Bullock, Barry Dorsey, Neil Poisson, Tom Patton, Kristin Battaglia, Ryan Parker, Jaime Valdez, Greg Broussard, Carlos Lopes, Paulina Tran, Shelby Sim

Absent: Katie Grassini, Dan Jaffurs, Kate Kurlas, Millie Matz, Leslie Mackillop, Kristen Miller, Eric Schifflet, David Sigman,

Staff: Kathy Janega-Dykes, Angelica Ramirez, Janet Ames, Noelle Buben, Jennifer Walker, Karna Hughes, Natalie Bovee, JessyLynn Perkins, Cat Puccino, Sarah Warman, Jocilyn Schumacher, Michelle Carlen

Location: The Ritz- Carlton Bacara, Santa Barbara, 8301 Hollister Avenue, Goleta, CA 93117

1. Call to Order

Ryan Parker called the Marketing Committee meeting to order 9:12 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

Barry Dorsey moved to approve the agenda of the January 16, 2018 Marketing Committee meeting; Skip Abed seconded; and the motion was passed unanimously.

5. Approval of Minutes of the September 15, 2017 Marketing Committee meeting

Barry Dorsey moved to approve the meeting minutes of the September 15, 2017 Marketing Committee meeting; Tom Patton seconded; and the motion was passed unanimously.

6. Recap of Recent Marketing Activities

Jennifer Walker presented the tourism recovery strategies which is broken down into three phases. Jennifer informed the group of the key objectives, VSB's travel advisory, membership communications, membership survey, membership resources and community outreach which includes the custom #GratefulSB hashtag and graphic. She proceeded to share the fire and flood recovery plan and efforts to rebuild demand for long-haul visitors and groups to Santa Barbara.

7. Other Business

8. Adjourn

With no other business, the meeting adjourned at 10:46 a.m.