

SANTA BARBARA

THE AMERICAN RIVIERA®

Executive Committee Meeting

Wednesday, November 7, 2018

8:00am - 9:30am

Location: Visit Santa Barbara

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

The Corporation is acknowledged by the entire community and its leaders as the indispensable organization for forging public / private partnerships and coalitions to promote our destination, increase visitor spending and sustain the outstanding quality of life in Santa Barbara County.

AGENDA

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 Minutes of October 11, 2018 Meeting | Tom Patton |
| 6. Approval of September 2018 VSB Financial Reports | Kathy Janega-Dykes/Janet Ames |
| 7. Approval of September 2018 TBID Financial Reports | Kathy Janega-Dykes/Janet Ames |

Discussion Items

- | | |
|------------------------------------|--------------------|
| 8. 2017/ 2018 Audit Update | Janet Ames |
| 9. Treasurer Recommendation | Tom Patton |
| 10. Board Vacancies | Tom Patton |
| 11. Strategic Plan/ Coraggio Group | Kathy Janega-Dykes |
| 12. "CHROMA" Recap | Kathy Janega-Dykes |
| 13. Upcoming Events | Kathy Janega-Dykes |
| 14. President's Report | Kathy Janega-Dykes |
| 15. Other Business | |
| 16. Adjourn | |

Next Board Meeting: THURSDAY 11/15 at 8:30am **Next EC Meeting:** THURSDAY 1/10/19 at 8:00am

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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 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.*

Visit Santa Barbara Committees

Audit Committee- Chair

TBID Committee- Barry Dorsey, Chair

Marketing Committee- Ryan Parker, Chair

Sales Advisory Committee- Neil Poisson, Chair

Crisis Preparedness Committee- Gwen Stauffer, Chair

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Meeting Minutes FY 2018-2019 Executive Committee Wednesday, November 7, 2018

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

1. Call to Order

Tom Patton 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

Gwen Stauffer moved to approve the agenda of the November 7, 2018 Executive Committee meeting; Neil Poisson seconded; and the motion was passed unanimously.

5. Approval of Minutes of October 11, 2018 Meeting

Luke Swetland moved to approve the minutes of the October 11, 2018 Executive Committee meeting; Barry Dorsey seconded; and the motion was passed unanimously.

6. Approval of September 2018 VSB Financial Reports

Janet Ames stated that the balance sheet looks great. Co-op Advertising sales have launched. Co-op Advertising is under budget for the month however, VSB has a large amount of invoiced revenue for future insertions and has begun to receive revenue for future insertions. Operations is under budget due to permanent staff vacancies and temp-to-hire staff which will convert in the next few months. There were no variances to report in programs. Overall, VSB ended the month close to budget.

Gwen Stauffer moved to approve the September 2018 VSB financials; Neil Poisson seconded; and the motion was passed unanimously.

7. Approval of September 2018 TBID Financial Reports

Janet Ames reported that the City of Santa Barbara revenue came in over budget. There were no variances in operations to note. Janet pointed out that the FAM Tour line item is under budget for September but she reiterated that this line is variable adding that it is difficult to forecast FAM expenses as they fluctuate each month. Kathy Janega-Dykes shared the importance of FAM Tours and provided insight on the many ways that we collaborate with other agencies through FAM Tours. Janet stated that the month ended favorable to budget and year-end.

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Gwen Stauffer moved to approve September 2018 TBID financials; Luke Swetland seconded; and the motion was passed unanimously.

8. 2017/ 2018 Audit Update

Kathy Janega-Dykes shared that the audit is being finalized. The Executive Committee has agreed to review the results for the audit during the January Executive Committee meeting. Janet Ames and Kathy shared that the Audit Committee for VSB will be formed in January adding that a Treasurer will be in place by then. Janet informed the Executive Committee that the American Riviera account has over the insured amount in it. Janet asked the Executive Committee to approve the opening of a separate account to insure the additional money sitting in the bank account.

9. Treasurer Recommendation

Tom Patton shared that Michael Cohen has agreed to serve as the interim Treasurer following Richard Good's termination. It was stated that Dan Glaeser of Montecito Bank is a great candidate for VSB's Board of Directors and possibly as Treasurer next FY. Kathy Janega-Dykes asked that Michael Cohen be appointed interim Treasurer at the November board meeting. Kathy shared that Dan would be attending the November board meeting and she asked that that Dan Glaeser be appointed to the board in January if Dan is interested in serving the board following his attendance in November.

10. Board Vacancies

Kathy Janega-Dykes shared that Ryan Parker resigned his role on the Executive Committee and board which includes his role as Marketing Chair due to an employment offer that he has accepted in San Francisco. Kathy Janega-Dykes asked for replacement recommendations. Skip Abed was named as a potential replacement.

11. Strategic Plan/ Coraggio Group

Kathy Janega-Dykes provided an update on the strategic plan. Kathy shared that a conference call was scheduled for December to revisit the scope of work to be performed by the Coraggio Group moving forward. The Executive Committee supports Kathy on waiting on the strategic planning element so that the future needs of Visit Santa Barbara could be identified given there has been so much change within the organization and community.

12. CHROMA Recap

Kathy Janega-Dykes shared that CHROMA, which was done in collaboration with our County wide partners, was a huge success. This event was hosted at The American at Brand, a Rick Caruso property in Glendale, California. Kathy pointed out that this event was made possible with the additional funding provided by the City of Santa Barbara. Our County partners off-set the costs by partnering in this event. Kathy pointed out that this was the first time that VSB partnered with its County partners for such event adding that it went very well. The main objective for this event was to bring awareness and to spark interest to our destination. Kathy stated that further information and stats would be shared in early 2019.

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13. Upcoming Events

Nothing to report.

14. Presidents report

Kathy Janega-Dykes reminded the Executive Committee of next week's board meeting. Kathy stated that she would share results of Travel Outlook at that time.

15. Other Business

Barry Dorsey has left Hotel Milo. As of November 19th, Barry will be the new General Manager of The Kimpton Goodland Hotel.

16. Adjourn

With no other business, the meeting adjourned at 8:48 a.m.

Minutes approved by:



Luke Swetland, Secretary

Visit Santa Barbara



Date