

SANTA BARBARA

THE AMERICAN RIVIERA®

Board of Directors Meeting

Thursday, November 15, 8:30am - 10:00am

Location: Belmond El Encanto, Riviera Room, 800 Alvarado Place, Santa Barbara, CA 93103

AGENDA

Welcome from Rui Reis, Divisional Managing Director North and Central America, Caribbean, Colleen Huther, General Manager and Rob Roche, Director of Sales and Marketing of Belmond El Encanto

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 18, 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
8. Approval of New Executive Committee Candidate Michael Cohen of Santa Barbara Adventure Co. as Treasurer (replacing Richard Good, term 2018-2019) Tom Patton
9. Approval of New Executive Committee Candidate Skip Abed of Santa Barbara Sailing Center as Marketing Chair (replacing Ryan Parker, term 2018-2019) Tom Patton

Discussion Items

10. CHROMA: Santa Barbara County Pop-Up Shop Recap JessyLynn Perkins
11. Sales Department Update Michelle Carlen
12. Travel Outlook Recap and Survey Results Kathy Janega-Dykes
13. Board Vacancies Tom Patton
14. Committee Reports
 - Crisis Preparedness Committee Gwen Stauffer
15. Community Reports
 - Hospitality Santa Barbara Tom Patton
 - Santa Barbara Airport Deanna Zachrission
 - City of Santa Barbara Councilman Gregg Hart
 - Goleta Chamber of Commerce Kristen Miller
16. Upcoming Events Kathy Janega-Dykes
17. President's Report Kathy Janega-Dykes
18. Other Business
19. Adjourn

Next Board Meeting: Thursday, January 17, 2019 8:30am - 10:00am **Location:** Visit Santa Barbara

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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 (VSB) 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 VSB and by representatives of any members of the organization.

At any meeting of the membership of VSB or any committees of VSB, or at any meeting where any employee of the organization 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.*

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.

VISIT SANTA BARBARA COMMITTEES

Audit Committee- Chair

Marketing Committee- Chair

Sales Advisory Committee- Chair

TBID Committee- Barry Dorsey, Chair

Crisis Preparedness Committee- Gwen Stauffer, Chair

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Meeting Minutes FY 2018- 2019 Board of Directors Meeting Thursday, November 15, 2018

Attending: Luke Swetland, Gwen Stauffer, Tom Patton, Sarah York Rubin, Michael Cohen, Pamela Webber, Deanna Zachrisson, Jason Dominguez, Kristen Weidemann, Barry Dorsey, Carlos Lopes, Ed Galsterer, Katie Grassini, Roberto van Geenen, Ryan Parker, Sherry Villanueva, Tara Jones, Jason Dominguez, Dan Glaeser

Absent: Skip Abed, Aaron Ide, Craig Forbus, Kristen Miller, Rick Boller

Staff: Kathy Janega-Dykes, Angelica Ramirez, JessyLynn Perkins, Michelle Carlen, Carly Bates, Janet Ames

Location: Belmond El Encanto, Riviera Ballroom, 800 Alvarado Place, Santa Barbara, CA 93103

Guest Speaker: Rui Reis, Divisional Managing Director North and Central America, Caribbean for Belmond El Encanto welcomed the board to their lovely property and introduced their new General Manager, Colleen Huther and their new Director of Sales and Marketing, Rob Roche. Both Colleen and Rob expressed looking forward to working together with Visit Santa Barbara and the board in the future.

1. Call to Order

Tom Patton called the meeting to order at 8:41 a.m.

2. Antitrust Compliance

It is the policy of Visit Santa Barbara to fully comply with the laws of the United States and the State of California.

3. Public Comment

No public comment.

4. Approval of Agenda

Tom Patton motioned to approve the agenda of the November 15, 2018 Board meeting; Ed Galsterer moved to approve; Carlos Lopes seconded; and the motion was passed unanimously.

5. Approval of Minutes of the October 18, 2018 Board meeting

Tom Patton motioned to approve the minutes of the October 18, 2018 Board meeting; Luke Swetland moved to approve; Tara Jones seconded; and the motion was passed unanimously.

6. Approval of September 2018 VSB Financial Reports

Janet Ames shared that there are little variances. There is a low variance in Co-op Advertising. Janet noted that Co-op Advertising sales have launched. Despite Co-op Advertising being under budget for the month, 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 favorable to budget and YTD in Q1.

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

7. Approval of September 2018 TBID Financial Reports

Janet Ames reported that the revenue for the City of Santa Barbara and Goleta were actuals on the report. Janet added that the County of Santa Barbara reported their revenue after the reports were generated adding that the County of Santa Barbara came in slightly under budget. There were no variances in operations to note. Janet pointed out that the large variance in the FAM Tour line item for September was due to the low activity that month but informed the board that the activity for FAM's was predicted to be high in October. Janet 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. It was noted that Media Spend expenses were low compared to last year and that was due to the agency of record coming on late adding that this variance is due to timing. Janet stated that the month ended favorable to budget and YTD.

Roberto van Geenen moved to approve September 2018 TBID financials; Kristen Weidemann seconded; and the motion was passed unanimously.

8. Approval of New Executive Committee Candidate Michael Cohen as Treasurer (Term 2018-2019)

Tom Patton motioned to approve Michael Cohen as Treasurer; Gwen Stauffer moved to approve; Roberto van Geenen seconded; and the motion was passed unanimously.

9. Approval of New Executive Committee Candidate Skip Abed as Marketing Chair (Term 2018-2019)

Tom Patton motioned to approve Skip Abed as Marketing Chair; Barry Dorsey moved to approve; Kristen Weidemann seconded; and the motion was passed unanimously.

10. CHROMA: Santa Barbara County Pop-Up Shop 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.

11. Sales Department Update

Michelle Carlen shared that it is a busy time for the Sales department. Michelle shared that CHROMA was a well-received event adding that this unique opportunity provided the platform to showcase all of the destinations that collaborated with VSB. Michelle highlighted the successes at IMEX and shared details on the glam client event that was held in collaboration with the Beverly Hills CVB. Michelle also shared insight from the Middle East FAM, the UK Super FAM and the India Film Producers FAM.

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12. **Travel Outlook Recap and Survey Results**

Kathy Janega-Dykes shared that Travel Outlook was successful adding that the news shared by the speakers was good and positive. Kathy stated that the feedback from the surveys highlighted that the content and creativity was the right tone and that it left attendees feeling positive on what to expect from VSB in the following year. Kathy added that 7 out of 10 responses reported that they had recovered post disaster. Kathy shared that Greenhaus' presentation was well received adding that it provided a good sense and positive feeling of what is to come in our efforts to promote Santa Barbara. It was acknowledged that international travel is down due to the disasters which caused us to miss a critical booking period. Tom Patton noted that he observed attendees leaving Travel Outlook feeling energetic and excited.

13. **Board Vacancy**

Tom Patton announced that Ryan Parker and Neil Poisson resigned from the board. Ryan shared that he has accepted a new opportunity in San Francisco.

14. **Committee Reports**

- **Crisis Preparedness Committee- Gwen Stauffer started by acknowledging that VSB has had a plan in place and emphasized on the current plan being very successful. Gwen added that following the tragedies this committee was formed so that together we can see what we can do better when communicating to the public, members and the community as a whole with logical steps.**

15. **Community Reports**

- **Hospitality Santa Barbara- Tom Patton shared that HSB recently held a meeting at Best Western Pepper Tree Inn and thanked Pam Webber for hosting it. The purpose of the meeting was to cover 2019. Tom stated that HSB would summarize the items and upload the information online.**
- **Santa Barbara Airport- Deanna Zachrission shared that it was a busy time at the airport especially because of the holiday season. Deanna shared that there is more parking at the airport and that they added a new amenity, that being golf cart transportation for up to 4 passengers to parking lot. Deanna also shared that air service is good. She stated that all the carriers are pleased with the number of bookings and rates.**
- **City of Santa Barbara- Councilmember Jason Dominguez urged board members to book appointments in January to provide insight on ways that we can use their support in our efforts at VSB. Jason announced that Gregg Hart was leaving his role on the City Council. Tom Patton thanked Jason for their funding of CHROMA adding that it wouldn't have been possible without their support. Kathy Janega-Dykes thanked Jason as well for their efforts to bring TROG to Santa Barbara in March of 2019.**
- **Goleta Chamber of Commerce- Kristen Miller was not present but Tom Patton stated that he's sure that Kristen would ask the board to support her efforts for Goleta City Council.**

16. **Upcoming Events**

Nothing to report.

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17. President's Report

Kathy Janega-Dykes shared that Downtown Santa Barbara has hired an Executive Director. Kathy reminded the board of the TBID CPI increase beginning in January of 2019 adding that the TBID Committee would be looking at the TBID model to consider structure changes in an effort to streamline it. Kathy urged the board to take part in the committee and the discussion.

18. Other business

Nothing to report.

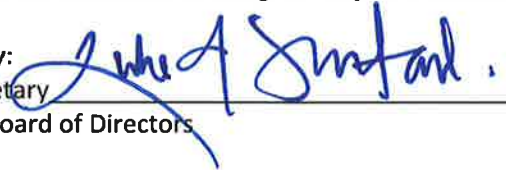
19. Adjourn

With no other business, the meeting was adjourned at 9:31 a.m.

Minutes approved by:

Luke Swetland, Secretary

Visit Santa Barbara Board of Directors



Date JANUARY 17, 2019