

SANTA BARBARA

THE AMERICAN RIVIERA®

Sales Advisory Committee Meeting
Monday, August 27, 2018 1:00 pm - 2:30 pm
Location: Visit Santa Barbara
500 E. Montecito Street, Santa Barbara, CA 93101

AGENDA

Welcome and Introductions

Neil Poisson

Action Items

- | | |
|-------------------------|-----------------------|
| 1. Call to Order | Neil Poisson |
| 2. Antitrust Compliance | Neil Poisson |
| 3. Public Comment | Members of the Public |
| 4. Approval of Agenda | Neil Poisson |

Discussion Items

- | | |
|---|--------------------|
| 5. Objective of Committee | Kathy Janega-Dykes |
| 6. Overview of Disciplines & Sales Activities: Film/Group/Trade | Kathy Janega-Dykes |
| 7. Cvent Reports on South Coast | Michelle Carlen |
| 8. Market Temperature Check Round-the-Table | Michelle Carlen |
| 9. Adjourn | Neil Poisson |

Visit Santa Barbara Committees
TBID Committee- Barry Dorsey, Chair
Audit Committee- Richard Good, Chair
Marketing Committee- Ryan Parker, Chair
Sales Advisory Committee- Neil Poisson, Chair
Crisis Preparedness Committee- Gwen Stauffer, Chair

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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.*

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Meeting Minutes Sales Advisory Committee Meeting Monday, August 27, 2018 1:00pm-2:30pm

Attending: Karem Bass, Rui Reis, Sue McLain, Digna David, Sherrin Thomas, Fred Huther, Michael Cohen, Anna Jacobson, Ed Galsterer, Michael Aylmer, Denise Dibble, Marian Volinek
Absent: Neil Poisson
Staff: Kathy Janega-Dykes, Angelica Ramirez, Michelle Carlen, Jocilyn Schumacher, Danielle Methmann, Ryan Grau
Location: Visit Santa Barbara, 500 East Montecito Street, Santa Barbara, CA 93103

Welcome and introductions lead by Kathy Janega-Dykes

1. Call to Order

Given Neil Poisson was not present, the meeting was not officially called to order.

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

Given Neil Poisson was not present, there was no motion to approve the agenda.

5. Objective of Committee

Kathy Janega-Dykes announced that this meeting was intended to relaunch the Sales Advisory Committee. Kathy went over the mission and functions of the Sales Advisory Committee.

6. Overview of Disciplines & Sales Advisory Committee

Michelle Carlen started her presentation to the committee by providing a sales team overview which identified that the team consists of Group Sales, Travel Trade, Film & Special Events with a total of 5 full-time staff and 2 part-time contractors. Michelle then proceeded to provide a sales overview which listed their target markets, group sales lead generation tools and sales activities. Following that, Michelle provided a detailed listing for each team of their sales calls, sales missions, client events, FAM's, tradeshow, sponsorships, promotions, agency representations, industry conferences, upcoming special events and business recovery strategy. Michelle urged those in attendance to ask questions and to provide their input on their shared strategies for 2019.

7. Cvent Reports on South Coast

Michelle Carlen presented the Cvent Santa Barbara South Coast Reporting for the City which covers Goleta, Montecito, Santa Barbara and Summerland.

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8. **Market Temperature Check Round-the-Table**

Michelle Carlen lead an interactive discussion with the attendees. It was stated a few times that flying in and out of Santa Barbara's Airport is easy and convenient. A few noted that they encourage travelers to fly into our airport which allows the traveler the opportunity to enjoy Santa Barbara longer with minimal hassles. Michael Aylmer briefly shared how The Ritz-Carlton Bacara, Santa Barbara is doing with their destination marketing efforts and kindly asked that meeting planners be reminded that Bacara is now a Ritz property. Kathy Janega-Dykes shared that we hired Greenhaus and that we will continue to work with the Lou Hammond Group and Sparkloft adding that we will continue to pass on assets. Denise Dibble stated that the travel incentive is a great incentive and talking point. Michael Cohen shared what people are responding to well to with respect to his efforts. Kathy encouraged involvement at tradeshow's acknowledging that some attendees have their own booth but stressed how important and impactful it is for them to participate in both VSB's booths and their brand booths when possible.

9. **Adjourn**

With no other business, the meeting was adjourned at 2:02 p.m.