

SANTA BARBARA

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South Coast Tourism Business Improvement District Committee Meeting
Tuesday, September 11, 2018 8:30 am - 9:00 am
Kimpton Canary Hotel, 31 W. Carrillo Street, Santa Barbara, CA 93101

AGENDA

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| Welcome and Introductions | Barry Dorsey |
| Action Items | |
| 1. Call to Order | Barry Dorsey |
| 2. Antitrust Compliance | Barry Dorsey |
| 3. Public Comment | Members of the Public |
| 4. Approval of Agenda | Barry Dorsey |
| 5. Approval of June 12, 2018 Meeting Minutes | Barry Dorsey |
| 6. Approval of Q4 2017-2018 TBID Financials | Janet Ames |
| 7. Appointment of Janice Snowden Of The Four Seasons Resort The Biltmore | Barry Dorsey |
| 8. Appointment of Zachary Jellson Of The Kimpton Goodland | Barry Dorsey |
| 9. Adjourn TBID business portion of meeting | Barry Dorsey |
| Discussion Items | |
| 10. TBID CPI Increase | Barry Dorsey |
| 11. TBID Renewal 2019 | Barry Dorsey |
| 12. Adjourn | Barry Dorsey |

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.

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|---|-----------------------|
| 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 May 7, 2018 Meeting Minutes | Ryan Parker |
| Discussion Items | |
| 6. 18/19 Fiscal Year Creative Brand Concepts Presentation | Greenhaus |
| 7. 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 (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.*

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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Meeting Minutes

FY 2018/2019 South Coast Tourism Business Improvement District Committee Meeting Tuesday, September 11, 2018 8:30 am – 9:00 am

Attending: Barry Dorsey, Neil Poisson, Ryan Parker, Renee Fletcher, Greg Broussard, Debbie Neer, Harvey Robbins, Janice Snowden, Zachary Jellson, Warren Nocon, Jaime Valdez

Absent: Paul Bullock, Tom Patton, Teresa Stiff, Theo Kracke, Roberto vanGeenen, Todd Traylor

Staff: Kathy Janega-Dykes, Angelica Ramirez, Janet Ames

Location: Kimpton Canary Hotel, 31 W. Carrillo Street, Santa Barbara, CA 93101

1. Call to Order

Barry Dorsey called the TBID Committee meeting to order 8:36 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

Debbie Neer moved to approve the agenda of the September 11, 2018 TBID Committee meeting; Greg Broussard seconded; and the motion was passed unanimously.

5. Approval of Minutes of the June 12, 2018 TBID Committee meeting

Neil Poisson moved to approve the meeting minutes of the June 12, 2018 TBID Committee meeting; Ryan Parker seconded; and the motion was passed unanimously.

6. Approval of Q4 2017-2018 Financial Reports

Janet Ames reported that revenue for Q4 came in under budget by 2%, partially due to the temporary closure of The Four Seasons Resort The Biltmore and San Ysidro Ranch properties however, Janet added that we ended the year slightly over budget. Employee related expenses were under budget for the quarter. Agency retainer, creative fees and media spend are over budget for the quarter due to LA based activations. AGM expenses were over budget due to the venue change from The Four Seasons Resort The Biltmore to the Santa Barbara Zoo. Contract was over budget due to the costs associated with the recruitment of the VP. FAM and promotional items came in over budget due to Q3 FAM trips being cancelled due to the Thomas Fire and debris flow. Many of those cancelled FAM's were rescheduled in the 4th quarter. TBID Contingency funds were used for the LA Activation production and Crisis Communication firms.

Debbie Neer moved to approve the Q4 2017-2018 TBID financials; Neil Poisson seconded; and the motion was passed unanimously.

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7. Appointment of Janice Snowden of The Four Seasons Resort The Biltmore

Renee Fletcher moved to approve the appointment of Janice Snowden; Ryan Parker seconded; and the motion was passed unanimously.

8. Appointment of Zachary Jellson of The Kimpton Goodland Hotel

Neil Poisson moved to approve the appointment of Zachary Jellson; Ryan Parker seconded; and the motion was passed unanimously.

9. TBID CPI Increase

Barry Dorsey announced that the TBID CPI Increase takes effect starting in January of 2019. Kathy Janega-Dykes shared that the TBID CPI Increase notice was emailed out as a reminder in August adding that the notice would be physically mailed out too to ensure receipt.

10. TBID Renewal 2019

Barry Dorsey informed the committee of approaching TBID renewal process and our legal requirements to our jurisdictions.

11. Adjourn

With no other business, the meeting adjourned at 8:46 a.m.