

SANTA BARBARA

THE AMERICAN RIVIERA®

Executive Committee Meeting

Tuesday, February 19, 2019

8:00am - 9:30am

Location: Visit Santa Barbara, 500 East Montecito Street, Santa Barbara, CA 93103

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 January 10, 2019 Meeting | Tom Patton |
| 6. Approval of December 2018 VSB Financial Reports | Michael Cohen |
| 7. Approval of December 2018 TBID Financial Reports | Michael Cohen |

Discussion Items

- | | |
|---|--------------------|
| 8. Auditing Firm Change | Michael Cohen |
| 9. Appointment of Advisory Nominating Committee | Tom Patton |
| 10. Visitor Center Update | Tom Patton |
| 11. Coraggio Update | Kathy Janega-Dykes |
| 12. Staffing Update | Kathy Janega-Dykes |
| 13. Rescheduling of March Board of Directors Meeting | Tom Patton |
| 14. Upcoming Events | Kathy Janega-Dykes |
| • Lunch and Learn: Making the most of your membership, 3/21 | |
| 15. President's Report | Kathy Janega-Dykes |
| 16. Other Business | |
| 17. Adjourn | |
| 18. Executive Session | |

Next Board Meeting: TBD **Next EC Meeting:** THURSDAY 3/14/19 at 8:00am

SANTA BARBARA

THE AMERICAN RIVIERA®

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

Sales Advisory Committee-, Chair

TBID Committee- Barry Dorsey, Chair

Audit Committee- Michael Cohen, Chair

Marketing Committee- Skip Abed, Chair

Crisis Preparedness Committee- Gwen Stauffer, Chair

SANTA BARBARA

THE AMERICAN RIVIERA®

Meeting Minutes FY 2018-2019 Executive Committee Tuesday, February 19, 2019

Attending: Tom Patton, Barry Dorsey, Skip Abed, Michael Cohen, Luke Swetland, Gwen Stauffer
Absent: Roberto van Geenen
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 8:10 a.m.

2. Antitrust Compliance

It is the policy of Visit Santa Barbara to fully comply with the antitrust laws of the United States. Luke Swetland will read the antitrust compliance statement out loud at the February Board of Directors meeting.

3. Public Comment

No public comment.

4. Approval of Agenda

Gwen Stauffer moved to approve the agenda of the February 19, 2019 Executive Committee meeting; Barry Dorsey seconded; and the motion was passed unanimously.

5. Approval of Minutes of January 10, 2019 Meeting

Luke Swetland moved to approve the minutes of the January 10, 2019 Executive Committee meeting; Barry Dorsey seconded; and the motion was passed unanimously.

6. Approval of December 2018 VSB Financial Reports

Michael Cohen shared that co-op advertising was under budget for the month adding that we have a large amount of invoiced revenue for future insertions. Sales efforts are still underway for a number of paid placements still available for the FY third and fourth quarters. Co-op sales was over budget due to the Luxury Travel Market (ILTM participation). Accounting expenses are over budget due to the audit bill that was received however YTD expenses are right on target. Salaries and wages are over budget due to temp-to-hire staff that includes benefits and payroll taxes. There were no variances to note in programs.

Gwen Stauffer moved to approve the December 2018 VSB financials; Barry Dorsey seconded; and the motion was passed unanimously.

7. Approval of December 2018 TBID Financial Reports

Michael Cohen reported that TBID revenue came in approximately 25% over budget. In operations, accounting came in over budget due to the audit bill that was received, YTD this line item is on target. Michael pointed out that media spend was over budget adding that there is some variability

SANTA BARBARA

THE AMERICAN RIVIERA®

in this line item but shared that the Marketing department tracks this carefully, YTD media spend is under budget. Research was over budget due to additional monthly STR reports ordered for a more in-depth analysis. There were no TBID contingency funds spent in December.

Barry Dorsey moved to approve December 2018 TBID financials; Gwen Stauffer seconded; and the motion was passed unanimously.

8. Auditing Firm Change

Michael Cohen shared that the audit committee agreed to move forward with Travis J. Wilson, CAP, CFP of MacFarlane, Faletti & Co., LLP as our auditor. Janet Ames will meet with Travis later this year.

9. Appointment of Advisory Nominating Committee

Tom Patton shared that he would contact Roberto van Geenen in an effort to have him serve as Chair of this committee adding that he would need 4 additional board members to serve on the committee. Tom shared the summary of election procedures as outlined by our attorney.

10. Visitor Center Update

Kathy Janega-Dykes shared that she has had a couple of walk throughs with Armstrong Associates regarding the bathrooms. Kathy also announced that she hired Amy Cooper, owner of Plum Goods as resident designer. Kathy added that she is still working on an operating agreement with The Chamber of the Santa Barbara Region.

11. Coraggio Update

Kathy Janega-Dykes shared that the data gathered from the survey that was sent out to our stakeholders would be used in the strategic planning process. Kathy shared that the Coraggio Group would be at VSB in early April. Kathy and Tom Patton explained the process and objectives behind the upcoming strategic planning sessions. Kathy and Tom shared that there would be an opportunity for board members to participate. Further details to follow.

12. Staffing Update

Kathy Janega-Dykes announced the departures of three staff members in a two-week period. Kathy shared how those vacancies are currently being covered by other staff members. Kathy also shared that she was in communication with an individual who is very well respected in our industry because she is considering her for the DOS position at VSB. Tom Patton stated that further discussion would take place during the executive session following the Executive Committee meeting.

13. Rescheduling of March Board of Directors Meeting

Tom Patton shared that the March Board of Directors meeting needs to be rescheduled due to the State of the City Breakfast and Mayoral Presentation. Angelica Ramirez will reach out to the board to reschedule the March Board of Directors meeting.

14. Upcoming Events

Kathy Janega-Dykes shared that the next VSB Lunch and Learn would take place on March 21st at VSB.

SANTA BARBARA

THE AMERICAN RIVIERA®

15. Presidents report

Kathy Janega-Dykes shared that she attended the VCA Outlook Forum with a few staff members. Kathy also shared that efforts are underway to finalize creative. Kathy also shared that she is scheduled to present to the Santa Barbara City Council on March 15th, more details to follow.

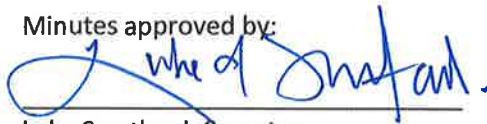
16. Other Business

17. Adjourn

With no other business, the meeting adjourned at 8:55a.m.

Executive Session Followed.

Minutes approved by:



Luke Swetland, Secretary
Visit Santa Barbara

March 14, 2019
Date