SANTA BARBARA
THE AMERICAN RIVIERA®

Board of Directors Meeting

Thursday, April 18, 2019 8:30am – 10:00am
Location: Visit Santa Barbara, 500 East Montecito Street, Santa Barbara, CA 93103

AGENDA

Guest Speakers:
Kristen Weidemann, CSM, General Manager and Mary Lynn Harms-Romo, CRRP, Senior Marketing Director of Paseo Nuevo

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 March 20, 2019 Meeting	Tom Patton
6.	Approval of February 2019 VSB Financial Reports	Janet Ames
7.	Approval of February 2019 TBID Financial Reports	Janet Ames
8.	Approval of Proposed FY 19/20 Board of Directors Slate	Tom Patton
9.	Approval of Proposed FY 19/20 TBID Committee Slate	Tom Patton
10.	Consideration of Modification of the Current SBSCTBID Management District Plan: A request to the City of Santa Barbara to modify the current SBSCTBID Management District Plan to shorten the term to end on December 31, 2019, pending renewal of the SBSCTBID, will be reviewed, discussed and considered for approval.	Tom Patton

Discussion Items

11.	Introduction: Beth Olson, Director of Sales, Visit Santa Barbara	Beth Olson
12.	Hotel Performance Report (On-file)	Tom Patton
13.	VIC Update	Kathy Janega-Dykes & James Minton
14.	Community Reports	
	• Hospitality Santa Barbara	Tom Patton
	• Goleta Chamber of Commerce	Kristen Miller
	• Santa Barbara Airport	Deanna Zachrisson
15.	Upcoming Events	Kathy Janega-Dykes
	• VSB's Annual General Meeting, May 15th at 11:30am at Rosewood Miramar Beach	
16.	President's Report	Kathy Janega-Dykes
17.	Other Business	
18.	Adjourn	

Next Board Meeting: Thursday, May 16th from 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

TBID Committee- Barry Dorsey, Chair

Audit Committee- Michael Cohen, Chair

Marketing Committee- Skip Abed, Chair

Crisis Preparedness Committee- Gwen Stauffer, Chair

Advisory Nominating Committee- Roberto van Geenen, Chair

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Meeting Minutes
FY 2018- 2019 Board of Directors Meeting
Thursday, April 18, 2019

Attending:	Luke Swetland, Tom Patton, Sarah York Rubin, Kristen Weidemann, Dan Glaeser, Aaron Ide, Colleen Huther, Deanna Zachrisson, Craig Forbus, Warren Nocon, Sherry Villanueva, Skip Abed
Absent:	Ed Galsterer, Gwen Stauffer, Katie Grassini, Rick Boller, Pamela Webber, Kristen Miller, Michael Cohen, Roberto van Geenen, Barry Dorsey, Tara Jones
Staff:	Kathy Janega-Dykes, Angelica Ramirez, Noelle Buben, Beth Olson, Cat Puccino, JessyLynn Perkins, Elske Free, Alana Beal, Natalie Bovee, James Minton, Janet Ames
Location:	Visit Santa Barbara, 500 East Montecito Street, Santa Barbara, CA 93103

Guest Speaker: Mary Lynn Harms-Romo, CRRP, Senior Marketing Director of Paseo Nuevo
Mary Lynn Harms-Romo shared that a ground breaking ceremony had occurred 10 days prior for the cosmetic upgrade that is underway at Paseo Nuevo. Mary Lynn shared that the scope of work emphasizes improvements to the common areas, pavers and paint. Mary Lynn presented a PPT presentation that showcased how Paseo Nuevo will be transformed. Some highlights are added communal seating, bocce ball, a fire pit where the water fountain once operated, a drainage pit to help irrigate landscaping and an educational interactive water feature for children. Mary Lynn stated that their goal is to complete the cosmetic upgrade within 10-12 months adding that they will take a break from the renovation in November and resume in January. It was noted that the cosmetic upgrade is being done with ownership money. Also noted is that the mall is at 97% occupancy. Mary Lynn shared that the old Macy building will be converted to a multi-use building.

1. **Call to Order**
   Tom Patton called the meeting to order at 8:44 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 called for a motion to approve the agenda of the April 18, 2019 Board meeting; Kristen Weidemann moved to approve; Colleen Huther seconded; and the motion was passed unanimously.

5. **Approval of Minutes of the March 20, 2019 Board meeting**
   Tom Patton called for a motion to approve the minutes of the March 20, 2019 Board meeting; Sarah York Rubin moved to approve; Luke Swetland seconded; and the motion was passed unanimously.

6. **Approval of February 2019 VSB Financial Reports**
Janet Ames pointed out that Co-op Advertising performed under budget for the month adding that Co-op Advertising will be restructured in the next fiscal year to eliminate costly co-op platforms that aren't being purchased by members therefore they are not producing positive results for VSB. Payroll Taxes and Salaries & Wages line items are under budget due to staff vacancies. Media Spend is under budget for the month. It is noted that there is some variability in this line item and that the marketing department tracks this carefully, at year-end the budget for this line item will be met. Janet shared that February ended favorable to budget for the month and YTD.
Kristen Weidemann moved to approve the February 2019 VSB financials; Craig Forbus seconded; and the motion was passed unanimously.

7. **Approval of February 2019 TBID Financial Reports**
Janet Ames reported mixed results in TBID revenue for the month of February. Both the City of Santa Barbara and the City of Goleta came in over budget and the County of Santa Barbara ended under budget. Nevertheless, Janet noted that YTD is on target. Salaries & Wages finished under budget due to staff vacancies. Media Spend is under budget however at year-end the budget will be met. Tradeshows is under budget for the month and YTD however IPW and other upcoming sponsor events will draw money out of that budget line item. There weren't any TBID contingency funds spent in February.

Kristen Weidemann moved to approve February 2019 TBID financials; Dan Glaeser seconded; and the motion was passed unanimously.

8. **Approval of Proposed FY 19/20 Board of Directors Slate**
Sarah York Rubin moved to approve the proposed FY 19/20 Board of Directors Slate; Skip Abed seconded; and the motion was passed unanimously.

9. **Approval of Proposed FY 19/20 TBID Committee Slate**
Dan Glaeser moved to approve the proposed FY 19/20 TBID Committee Slate; Luke Swetland seconded; and the motion was passed unanimously.

10. **Consideration of Modification of the Current SBSCTBID Management District Plan:** A request to the City of Santa Barbara to modify the current SBSCTBID Management District Plan to shorten the term to end on December 31, 2019, pending renewal of the SBSCTBID, will be reviewed, discussed and considered for approval.

Sherry Villanueva moved to approve the modification of the Current SBSCTBID Management District Plan; Luke Swetland seconded; and the motion was passed unanimously.

11. **Introduction: Beth Olson, Director of Sales, Visit Santa Barbara**
Tom Patton formally welcomed Beth and introduced her to the board members as VSB's new Director of Sales. Beth provided a brief overview of her 30 years' experience in the hospitality

industry. Beth shared her excitement to be part of the VSB team and to continue to promote Santa Barbara as such a special destination.

12. Hotel Performance Report

Tom Patton shared that the hotel performance report was not ready however James Minton provided a brief hotel performance report to the board.

13. VIC Update

Kathy Janega-Dykes shared that the operating agreement between VSB and the Chamber was being fine-tuned adding that one small edit was needed. Kathy stated that a full update would be available the following month. Kathy shared that the designer, Amy Cooper, was invited to be the guest speaker for May's board meeting. Kathy noted that the lease with the City of Santa Barbara was signed. The goal to open the new Visitor Center remains late Summer. Tom Patton thanked Kathy for her hard work on this project and acknowledged Kathy's efforts to ensure great experiences at the new Visitor Center. A marketing plan to draw visitors has not been created. Kathy stated that she wants to open the center before drawing out a marketing plan.

14. Community Reports

- **Hospitality Santa Barbara**
  Tom Patton stated that HSB's 2nd annual beach clean-up is scheduled for Saturday, June 1st in the morning. A post event will follow at the Wayfarer Hotel. Notices will soon be available with all of the details. Tom thanked Warren Nocon for leading the Hospitality Summer Games. Tom shared that Bob Hansen has replaced Trevor Large as Chair of HSB adding that Warren Nocon and Mitchell Sjerven have also joined the HSB board. Tom shared that an event was taking place at the end of the month to combat human trafficking in Santa Barbara County.
- **City of Santa Barbara**
  Councilmember Jason Dominguez reminded the board members to stay engaged and encouraged them to talk to City Council. Councilmember Dominguez informed the board that homelessness was being addressed on April 30th. He reiterated to the board to push the City Council for added resources to address the homeless population.
- **Santa Barbara Airport**
  Sacramento flight added. JessyLynn Perkins shared details of a contest that was recently launched in collaboration with the City of Sacramento and Contour Airlines

15. Upcoming Events

Kathy Janega-Dykes shared upcoming events listed on the agenda. Kathy and Noelle Buben noted that 252 attendees have already registered adding that this event will likely sell out. Noelle shared details on the guest speaker and theme for the event.

16. President's Report

Kathy Janega-Dykes provided an update from Destination Capitol Hill in Washington, D.C. where she met with elected officials including Congressman Salud Carbajal and Senator Dianne Feinstein. Kathy added that both representatives are remarkable and supporters of the travel industry. Kathy also provided a brief update on the strategic planning process that is currently underway.

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17. Other business

Due to the 2019 Business Economic Forecast event, the May board meeting will be rescheduled. New date soon to follow.

18. Adjourn

With no other business, the meeting was adjourned at 9:35 a.m.

Minutes approved by:
Luke Swetland, Secretary _____ Date May 14, 2019
Visit Santa Barbara Board of Directors

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