

SANTA BARBARA

THE AMERICAN RIVIERA®

Executive Committee Meeting

Thursday, April 4, 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 March 14, 2019 Meeting | Tom Patton |
| 6. Approval of February 2019 VSB Financial Reports | Michael Cohen |
| 7. Approval of February 2019 TBID Financial Reports | Michael Cohen |

Discussion Items

- | | |
|---|--------------------|
| 8. 19/20 Budget Planning Process | Janet Ames |
| 9. TBID Renewal Process | Barry Dorsey |
| 10. HR Update- YPP & Leadership Coaching | Tom Patton |
| 11. Upcoming Events | Kathy Janega-Dykes |
| • Annual General Meeting, May 14 th at Rosewood Miramar Beach Resort | |
| 12. President's Report | Kathy Janega-Dykes |
| 13. Other Business | |
| 14. Adjourn | |

Executive Session

Next Board Meeting: THURSDAY, 4/18/19 at 8:30am **Next EC Meeting:** THURSDAY, 5/9/19 at 8:00am

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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 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

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Meeting Minutes FY 2018-2019 Executive Committee Thursday, April 4, 2019

Attending: Tom Patton, Barry Dorsey, Skip Abed, Luke Swetland, Gwen Stauffer, Michael Cohen
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 8:03 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

A Visitor Center update was added to the agenda as a discussion item per Michael Cohen's request. Tom Patton called for a motion to approve the agenda of the April 4, 2019 Executive Committee meeting; Luke Swetland moved to approve; Barry Dorsey seconded; and the motion was passed unanimously.

5. Approval of Minutes of March 14, 2019 Meeting

Tom Patton called for a motion to approve the minutes of the March 14, 2019 Executive Committee meeting; Barry Dorsey moved to approve; Gwen Stauffer seconded; and the motion was passed unanimously.

6. Approval of the February 2019 VSB Financial Reports

Michael Cohen referenced Co-op Advertising being 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.

Gwen Stauffer moved to approve the February 2019 VSB financials; Barry Dorsey seconded; and the motion was passed unanimously.

7. Approval of the February 2019 TBID Financial Reports

Michael Cohen reported that all jurisdictions TBID income are budgeted numbers however TBID financials are standing strong. Salaries & Wages finished under budget due to staff vacancies. Industry Conferences is over budget due to additional participants for Visit California's Travel

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Outlook. Meeting & Local Events is over budget due to Strategic Plan meetings, YTD it is under budget. Social Media remains over budget, the marketing department is tracking this line item carefully. Tradeshows is under budget for the month and YTD however there are upcoming sponsor events that will draw money out of that budget line item. Michael shared that we are beginning to receive invoices for the new Visitor Center's tenant improvements which are reflected on the balance sheet but not on the profit and loss report. It was stated that VSB will be paying the monthly rent and general liability insurance for the new Visitor Center however utilities, personnel expenses, building maintenance and supplies will be paid by the Chamber. No TBID Contingency funds were spent in the month of February.

Barry Dorsey moved to approve the February 2019 TBID financials; Gwen Stauffer seconded; and the motion was passed unanimously.

8. Visitor Center 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. The Executive Committee discussed and agreed to have a cash flow budget statement provided to the Executive Committee each month for the Visitor Center. Janet Ames will create a new line item for the new Visitor Center. It was noted that about 50k of the remaining TBID Contingency funds will be allocated to IPW's activation and the rest will be invested into the new Visitor Center.

9. 19/20 Budget Planning Process

Kathy Janega-Dykes informed the committee that this year's process will be different than usual because of the strategic planning that is occurring at this time. Kathy added that a lot of financial decisions still need to be made and those decisions will impact how money will be spent hence the strategic budgeting delay. Once the strategic plan is made, the expense side of it will be drawn out. It was also noted that the new TBID restructure will also have key factors in the FY 19/20 budget planning process. Kathy Janega-Dykes presented the committee with the FY 2019/2020 budget planning timeline and shared insight on the critical steps that are being taken.

10. TBID Renewal Process

Kathy Janega-Dykes presented the Santa Barbara South Coast TBID renewal timeline to the committee and shared that VSB is a little ahead of the curve as she walked through each action reflected in the timeline.

11. HR Update- YPP & Leadership Coaching

Tom Patton announced that VSB has signed the service agreement with YPP for HR services. YPP will be onsite on April 8th to introduce themselves to the VSB staff at VSB's weekly staff meeting. All HR matters will be handled by YPP aside from payroll and recruiting. Angelica Ramirez will continue to facilitate payroll and recruiting for VSB. Tom shared that the leadership coaching sessions for Kathy will begin in mid-April. The leadership coaching is being facilitated by the Coraggio Group.

12. Upcoming Events

Tom Patton pointed out that VSB's Annual General Meeting is scheduled for May 14th at the Rosewood Beach Resort per the agenda.

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13. President's Report

N/A.

14. Other Business

N/A.

15. Adjourn

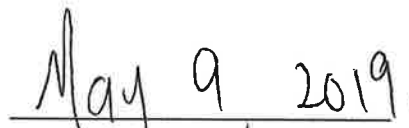
With no other business, the meeting adjourned at 9:18a.m.

Executive Session Followed.

Minutes approved by:



Luke Swetland, Secretary
Visit Santa Barbara



Date