

SANTA BARBARA

THE AMERICAN RIVIERA®

Board of Directors Meeting

Tuesday, May 14, 2019 8:30am - 10:00am

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

AGENDA

Guest Speaker:

Amy Cooper, Designer/ Buyer for SB Visitor Center and Owner of Plum Goods

Action Items

- | | |
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| 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 April 18, 2019 Meeting | Tom Patton |
| 6. Approval of March 2019 VSB Financial Reports | Michael Cohen |
| 7. Approval of March 2019 TBID Financial Reports | Michael Cohen |
| 8. Adopt Three Year Strategic Plan | Tom Patton |
| 9. Approval of VSB/ Chamber VIC Agreement | Tom Patton |
| 10. Approval of Employee Benefit Change of Sick Time Policy and 401k Contributions | Tom Patton |

Discussion Items

- | | |
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| 11. April Preliminary Lodging Performance Review | James Minton |
| 12. June Board Meeting Date Change, 6/27/19 | Tom Patton |
| 13. Community Reports | |
| • Hospitality Santa Barbara | Tom Patton |
| • Goleta Chamber of Commerce | Kristen Miller |
| • Santa Barbara Airport | Deanna Zachrisson |
| 14. Upcoming Events | Kathy Janega-Dykes |
| • VSB's Annual General Meeting, May 15 th at 11:30am at Rosewood Miramar Beach | |
| • Official Drink Competition of Santa Barbara, June 20 th at El Paseo Restaurant | |
| 15. President's Report | Kathy Janega-Dykes |
| 16. Other Business | |
| 17. Adjourn | |

Next Board Meeting: Thursday, June 27th from 8:30am - 10:00am **Location:** Visit Santa Barbara

500 E. Montecito Street, Santa Barbara, CA 93103 805.966.9222 www.santabarbaraCA.com

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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

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Advisory Nominating Committee- Roberto van Geenen, Chair

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Meeting Minutes FY 2018- 2019 Board of Directors Meeting Tuesday, May 14, 2019

Attending: Luke Swetland, Tom Patton, Sarah York Rubin, Kristen Weidemann, Dan Glaeser, Aaron Ide, Deanna Zachrisson, Warren Nocon, Skip Abed, Ed Galsterer, Gwen Stauffer, Katie Grassini, Michael Cohen, Roberto van Geenen, Barry Dorsey

Absent: Pamela Webber, Tara Jones, Colleen Huther, Craig Forbus, Kristen Miller, Rick Boller, Sherry Villanueva

Staff: Kathy Janega-Dykes, Angelica Ramirez, Beth Olson, Cat Puccino, JessyLynn Perkins, Karna Hughes, James Minton, Olivia Barroca, Jocilyn Schumacher, Maren Beneke, Janet Ames

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

Guest Speaker: Amy Cooper, Designer/ Buyer for Santa Barbara Visitor Center and Owner of Plum Goods
Amy Cooper presented a beautiful presentation to the Board which highlighted the design and functionality of the new Visitor Center. Amy's presentation provided insight on the various appealing experience zones that this VIC will offer such as the mercantile + local makers market elevated retail experience, guest services + sales counter, the community information station which will include curated guides, brochures, iPads and charging stations, the large monetized "feature wall" and the lounge. The deck that was presented to the Board included images of the restrooms and floor plan. Amy shared that all of the plans for the new Moroccan themed VIC have been submitted. The new VIC is scheduled to open this summer.

1. Call to Order

Tom Patton called the meeting to order at 8:51 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 May 14, 2019 Board meeting; Roberto van Geenen moved to approve; Barry Dorsey seconded; and the motion was passed unanimously.

5. Approval of Minutes of the April 18, 2019 Board meeting

Tom Patton called for a motion to approve the minutes of the April 18, 2019 Board meeting; Luke Swetland moved to approve; Dan Glaeser seconded; and the motion was passed unanimously.

6. Approval of March 2019 VSB Financial Reports

Michael Cohen shared that Dan Glaeser participated on the finance call where the finances were reviewed. Dan Glaeser will replace Michael Cohen as Treasurer for FY 19/20. Michael stated that the assets and liabilities were examined and added that the financial health of VSB is strong.

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Michael pointed out that revenue from Co-op Advertising was over budget for the month adding that we will end the year around 88% of budget for that line item. Michael noted the variances in Operations which included the Legal line item being over budget due to the attorney's review of the VIC lease and agreement with The Chamber of Commerce of the Santa Barbara Region. Payroll Taxes and Salaries & Wages line items were under budget due to staff vacancies. There were no variances to note in Programs.

Gwen Stauffer moved to approve the March 2019 VSB financials; Kristen Weidemann seconded; and the motion was passed unanimously.

7. **Approval of March 2019 TBID Financial Reports**

Michael Cohen reported that the City of Santa Barbara and the City of Goleta's TBID revenue came in over budget for the month of March. The County of Santa Barbara had not yet reported. Michael stated that the overall health of the organization is strong adding that VSB is in a stronger position than he has ever seen. The Lawyer budget line item was over budget due to VSB's attorneys review of the Visitor's Center Lease and agreement with The Chamber of Commerce of the Santa Barbara Region. The Professional budget line item is under budget for the month, this variance is due to timing with the Coraggio Group, YTD is on target. Salaries & Wages finished under budget due to staff vacancies. Promotional Items budget line item was under-estimated. This year's increased FAM's and influencer tours caused the significant variance. The Travel budget line item is under budget for the month but YTD is over. June reports will reflect more accurate numbers. Michael added that we will be close to budget at year-end. No TBID Contingency funds were spent in the month of March.

Roberto van Geenen moved to approve March 2019 TBID financials; Gwen Stauffer seconded; and the motion was passed unanimously.

8. **Adoption of Three-Year Strategic Plan**

Tom Patton thanked the Strategic Planning Team and the board members that participated in the creation of the three-year Strategic Plan. Kathy Janega-Dykes and James Minton went over the plan in detail highlighting the destination vision, organization vision, mission, values, value proposition, strategic imperatives, objectives and sample initiatives. It was noted that the Annual Business Plan, will directly align with the strategic imperatives as will the budget and job descriptions.

Gwen Stauffer moved to approve the Three-Year Strategic Plan; Skip Abed seconded; and the motion was passed unanimously.

9. **Approval of VSB/ Chamber VIC Agreement**

Tom Patton directed the committee's attention to the agreement which was included in the meeting materials. It was noted that the ten-year agreement can be terminated if needed. It was recommended by the Board that the VSB Board Chair serve as tie breaker if the Oversight Team aka VIC Team is unable to reach a decision as noted in section three in the management agreement. Janet Ames noted that she or her business partner, Melissa Rogers, will be sitting in on the monthly VIC Team meetings for financial purposes.

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Ed Galsterer moved to approve the VSB/ Chamber VIC Agreement with the recommendation noted above; Michael Cohen seconded; and the motion was passed unanimously.

10. Approval of Employee Benefit Change of Sick Time Policy and 401k Contributions

Kathy Janega-Dykes requested approval to decrease the number of sick hours that is granted to the employees each fiscal year from 96 hours to 80 hours. In addition, Kathy would like to amend the organization's 401(k) plan effective July 1, 2019 to allow for new "safe harbor employer contributions" equal to 3% of eligible participant's compensation. The new safe harbor employer contribution would be made on the employee's behalf following each payroll period, regardless of whether or not the employee elects to make additional salary deferrals. Also noted was the elimination of matching contributions under the amended plan. The amendment will not cause the employees to lose any matching contributions already received under the current plan.

Dan Glaeser moved to approve the Employee Benefit Change of Sick Time Policy and 401k Contribution; Gwen Stauffer seconded; and the motion was passed unanimously.

11. April Preliminary Lodging Performance Review

James Minton shared that the hotel performance report was not ready however James shared incremental improvements year over year on many metrics adding that he hopes to see subsequent improvements in May and June.

12. June Board Meeting Date Change, 6/27/2019

Tom Patton announced the date change for the June Board of Directors meeting. The date change is due to Kathy Janega-Dykes' business meeting with SBA and United Airlines in Chicago.

13. Community Reports

- **Hospitality Santa Barbara**

Tom Patton shared that HSB's Board meeting was the following day. Tom continued by announcing the date for the Hospitality Summer Games. Both Tom and Warren Nocon encouraged the Board to attend this fun event. Tom also announced the 2nd Annual Beach Clean-up on June 1st adding that it is great community outreach. Tom stated that HSB will soon look at who they will endorse in the next election. Tom suggested to the Board that they get individually involved and that they find candidates that they like and that will represent them well.

- **Santa Barbara Airport**

Deanna Zachrisson shared that she is optimistic about their meeting with United Airlines in Chicago on June 20th. Deanna provided an update on Contour and American Airlines flights. Deanna noted that the parking lots have been full and that has become problematic but they are actively working on a solution.

14. Upcoming Events

Kathy Janega-Dykes shared upcoming events listed on the agenda.

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15. President's Report

Kathy Janega-Dykes provided an update on the TBID Renewal process. Kathy also shared details from her recent VCA CEO Mission to the Middle East.

16. Other business

Skip Abed suggested that members of Visit Santa Barbara's Board and members of The Chamber of Commerce of the Santa Barbara Region's Board consider volunteering at the new VIC.

17. Adjourn

With no other business, the meeting was adjourned at 9:50 a.m.

Minutes approved by:

Luke J. Swetland, Secretary

Visit Santa Barbara Board of Directors



Date 27 JUNE 2019