

SANTA BARBARA

THE AMERICAN RIVIERA®

Executive Committee Meeting

Thursday, June 13, 2019 from 8:00am - 9:30am

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

MISSION

We inspire overnight travel to the Santa Barbara South Coast in order to enhance the community's economy and quality of life.

DESTINATION VISION

Santa Barbara is a distinctly beautiful place, where travelers come for a personal experience that relaxes, delights and inspires.

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 May 9, 2019 Meeting | Tom Patton |
| 6. Approval of April 2019 VSB Financial Reports | Janet Ames |
| 7. Approval of April 2019 TBID Financial Reports | Janet Ames |

Discussion Items

- | | |
|---|--------------------|
| 8. FY 19/20 Budget Draft | Janet Ames |
| 9. FY 19/20 Marketing Plan | Kathy Janega-Dykes |
| 10. FY 19/20 Executive Committee Slate | Tom Patton |
| 11. Creation of Luxury Travel Promotion Advisory Committee | Tom Patton |
| 12. Upcoming Events | Kathy Janega-Dykes |
| • Official Drink Competition of Santa Barbara, June 20 th at El Paseo Restaurant | |
| 13. President's Report | Kathy Janega-Dykes |
| 14. Other Business | |
| 15. Adjourn | |

Executive Session to follow

Next Board Meeting: THURSDAY, 6/27/19 at 8:30am **Next EC Meeting:** THURSDAY, 7/11/19 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, June 13, 2019

Attending: Tom Patton, Roberto van Geenen, Gwen Stauffer, Barry Dorsey
Absent: Skip Abed, Luke Swetland, Michael Cohen
Staff: Kathy Janega-Dykes, Janet Ames, Angelica Ramirez
Location: The Ritz-Carlton Bacara, Santa Barbara 8301 Hollister Ave., Santa Barbara, CA 93117

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

3. Public Comment

No public comment.

4. Approval of Agenda

Tom Patton called for a motion to approve the agenda of the June 13, 2019 Executive Committee meeting; Gwen Stauffer moved to approve; Roberto van Geenen seconded; and the motion was passed unanimously.

5. Approval of Minutes of May 9, 2019 Meeting

Tom Patton called for a motion to approve the minutes of the May 9, 2019 Executive Committee meeting; Barry Dorsey moved to approve; Gwen Stauffer seconded; and the motion was passed unanimously.

6. Approval of the April 2019 VSB Financial Reports

Janet Ames shared revenue from Co-op Advertising was over budget for the month adding that we will end the year around 88% of budget. Under Operations, Total Professional Fees is over budget due to board approved additional services; SAVE, Coraggio Executive Coaching and HR services. Janet noted that the strategic planning expenses have caused a timing variance to the budget. Salaries and Wages along with Health Insurance are under budget due to staff vacancies. Rent was over budget due to the annual CAM reconciliation. Janet stated that she will increase the budget to include the annual CAM reconciliation. There were not any variances to report in Programs for the month of April.

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

7. Approval of the April 2019 TBID Financial Reports

Janet reported that all jurisdictions have reported their TBID revenue for the month and all three came in over budget. Janet added that we will end the year over budget. Total Professional Fees is over budget due to board approved additional services; SAVE, Coraggio Executive Coaching and HR services. Janet noted that strategic planning expenses have caused a timing variance. Salaries and Wages along with Health Insurance are under budget due to staff vacancies. There was a timing variance in booking promotions however, Janet noted that we will end the year under budget. Janet pointed out a large variance in Postage and Shipping due to the distribution of the Visitor Magazine. TBID Contingency funds were spent on TBID renewal expenses.

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Social Media is over budget but we will end the year on target with budget. Janet pointed out that we ended the month over budget and YTD is significantly over budget due to the amount of TBID revenue collected.

Roberto van Geenen moved to approve the April 2019 TBID financials; Barry Dorsey seconded; and the motion was passed unanimously.

8. FY 19/20 Budget Draft

Janet Ames highlighted the changes made to the chart of accounts. Janet stated that the changes were made so that we can easily track expenses made per category and per department. Janet added that she worked very closely on the budget with James Minton noting that James was key throughout the process.

9. FY 19/20 Annual Business Plan Draft

Kathy Janega-Dykes presented the Annual Business Plan which will replace the annual Marketing Plan. Kathy stated that the imperatives from the Strategic Plan are folded into the Annual Business Plan. Kathy went over the draft with the committee highlighting department updates, key pages and the mission of the organization.

10. FY 19/20 Executive Committee Slate

Tom Patton presented the FY 19/20 Executive Committee Slate. Dan Glaeser will replace Michael Cohen as Treasurer. Tom thanked the Executive Committee members for their continued support and commitment.

11. Creation of Luxury Travel Promotion Advisory Committee

Kathy Janega-Dykes shared the need to create a Luxury Travel Promotion Advisory Committee and what it would entail following the new assessment changes.

12. Upcoming Events

Kathy Janega-Dykes noted that the 3rd Annual Official Drink Competition of Santa Barbara is taking place on June 20th at El Paseo Restaurant.

13. President's Report

Kathy Janega-Dykes provided a recap of the Santa Barbara South Coast TBID Community Meeting that took place on June 12th at the Hilton Santa Barbara Beachfront Resort. Kathy was pleased to announce that we have broken ground at the Visitor Center adding that we are on schedule to open in the summer.

14. Other Business

N/A.

15. Adjourn

With no other business, the meeting adjourned at 9:24a.m.

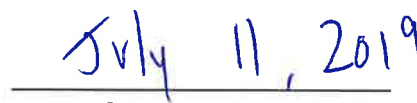
Executive Session Followed.

Minutes approved by:



Luke J. Swetland, Secretary

Visit Santa Barbara



Date