

# SANTA BARBARA

## THE AMERICAN RIVIERA®

### Board of Directors Meeting

Wednesday, July 17, 2019 8:30am - 10:00am

Location: Hotel Californian, 36 State Street, Santa Barbara, CA 93101

#### AGENDA

Guest Speakers: Amanda Moose Eric Spivey, Santa Barbara Culinary Experience

#### 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 14, 2019 Meeting  | Tom Patton            |
| 6. Approval of May 2019 VSB Financial Reports   | Dan Glaeser           |
| 7. Approval of May 2019 TBID Financial Reports  | Dan Glaeser           |
| 8. Approval of Recommended Reserve Policy   | Tom Patton            |
| 9. Approval of Board for Resolution to open CDARS Account at Montecito Bank and Trust | Tom Patton            |
| 10. Approval of Board to Borrow for New Credit Cards at Montecito Bank and Trust      | Tom Patton            |

#### Discussion Items

- |                              |                      |
|------------------------------|----------------------|
| 11. Hotel Performance Report | James Minton         |
| 12. TBID Renewal Update      | Kathy Janega-Dykes   |
| 13. Visitor Center Update    | Kathy Janega-Dykes   |
| 14. Community Reports        |                      |
| • Hospitality Santa Barbara  | Tom Patton           |
| • City of Santa Barbara      | Councilmember Harmon |
| • Goleta Chamber of Commerce | Kristen Miller       |
| 15. Upcoming Events          | Kathy Janega-Dykes   |
| 16. President's Report       | Kathy Janega-Dykes   |
| 17. Other Business           |                      |
| 18. Adjourn                  |                      |

**Next Board Meeting:** Thursday, September 19, 2019 from 8:30am - 10:00am   **Location:** Visit Santa Barbara

500 E. Montecito Street, Santa Barbara, CA 93103 805.966.9222 [www.santabarbaraCA.com](http://www.santabarbaraCA.com)

# 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 (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- Dan Glaeser, Chair

Marketing Committee- Skip Abed, Chair

Crisis Preparedness Committee- Gwen Stauffer, Chair

Advisory Nominating Committee- Roberto van Geenen, Chair

# SANTA BARBARA

## THE AMERICAN RIVIERA®

### Meeting Minutes FY 2019- 2020 Board of Directors Meeting Wednesday, July 17, 2019

Attending: Aaron Ide, Chris Inman, Luke Swetland, Kristen Miller, Katie Grassini, Tom Patton, Sarah York Rubin, Dan Glaeser, Warren Nocon, Michael Cohen, Pamela Webber, Colleen Huther, Kristen Weidemann, Richard Nahas, Jason Dominguez, Meagan Harmon

Absent: Barry Dorsey, Craig Forbus, Gwen Stauffer, Rick Boller, Skip Abed, Deanna Zachrisson, Roberto van Geenen, Robin Gose, Sherry Villanueva

Staff: Kathy Janega-Dykes, Angelica Ramirez, Beth Olson, JessyLynn Perkins, James Minton, Noelle Buben, Janet Ames, Natalie Bovee, Maren Beneke

Location: Hotel Californian, 36 State Street, Santa Barbara, CA 93101

#### **Guest Speakers: Amanda Moose and Eric Spivey- Santa Barbara Culinary Experience, In Partnership with The Julia Child Foundation for Gastronomy and the Culinary Arts**

Celebrating the American Riviera, Amanda Moose and Eric Spivey were pleased to announce that from March 13 through March 15, 2020 the Santa Barbara Culinary Experience (SBCE) will gather the local community and visitors to celebrate the bounty of what is grown in and around Santa Barbara. SBCE is inspired by the mixture of fun and learning about food and drink for which Julia Child, a longtime resident and fan of Santa Barbara, advocated so passionately. The SBCE will celebrate and invoke Julia's spirit while shining a light on Santa Barbara's culinary, hospitality, tourism and wider artisan communities. Amanda and Eric distributed materials that provided insight on the event highlights, target audience, year one goals, featured programming, marketing, promotion of the event, the mission of The Julia Child Foundation for Gastronomy and the Culinary Arts and sponsorship opportunities for the Santa Barbara Culinary Experience.

#### **1. Call to Order**

Tom Patton called the meeting to order at 8:57 am.

#### **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 July 17, 2019 Board meeting; Warren Nocon moved to approve; Luke Swetland seconded; and the motion was passed unanimously.

#### **5. Approval of Minutes of the June 27, 2019 Board meeting**

Tom Patton called for a motion to approve the minutes of the June 27, 2019 Board meeting; Luke Swetland moved to approve; Sarah York Rubin seconded; and the motion was passed unanimously.

500 E. Montecito Street, Santa Barbara, CA 93103

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# SANTA BARBARA

## THE AMERICAN RIVIERA®

### 6. **Approval of May 2019 VSB Financial Reports**

Dan Glaeser reported that the overall revenue collected for the month of May came in higher than anticipated. Dan noted that Co-op Advertising performed under budget for the month however that was offset by Co-op Sales which ended the month over budget. The well attended Annual General Meeting came in over budget. In Operations under Total Professional Fees the various line items vary each month due to timing. However, it was noted that year-end will be over budget due to board approved additional services; SAVE, Coraggio Executive Coaching and HR services. Salaries and Wages came in over budget for the month of May due to a hiring fee that we paid for a permanent staff placement through AppleOne Staffing. In Programs there was one variance noted in Media Spend for the month of May. Although Media Spend came in over budget for the month of May due to timing, YTD will be just under budget in this category.

Tom Patton called for a motion to approve the May 2019 VSB financials; Richard Nahas moved to approve; Aaron Ide seconded; and the motion was passed unanimously.

### 7. **Approval of May 2019 TBID Financial Reports**

Dan Glaeser reported that all jurisdictions have reported their TBID revenue for the month noting that the City of Santa Barbara came in at budget and the City of Goleta and the County of Santa Barbara came in over budget. Total Professional Fees is slightly over budget for the month of May and at year-end it will be over budget due to board approved additional services; SAVE, Coraggio Executive Coaching and HR services. Salaries and Wages came in over budget for the month of May due to a hiring fee that we paid for a permanent staff placement through AppleOne Staffing. Dan proceeded to go over the various variances in Programs some of which were due to timing. TBID Contingency funds were spent with Civitas agency for the TBID renewal.

Tom Patton called for a motion to approve the May 2019 TBID financials; Richard Nahas moved to approve; Michael Cohen seconded; and the motion was passed unanimously.

### 8. **Approval of Recommended Reserve Policy**

Tom Patton presented and walked the Board through the recommended reserve policy for Visit Santa Barbara. The recommended reserve policy included Visit Santa Barbara's Operating Expenses, Visit Santa Barbara's Savings Plan and Visit Santa Barbara's Cash Flow Projection.

Tom Patton called for a motion to approve the Recommended Reserve Policy; Luke Swetland moved to approve; Chris Inman seconded; and the motion was passed unanimously.

### 9. **Approval of Board for Resolution to open CDARS Account at Montecito Bank and Trust**

The overall goal to reach is 837k in 5 years to cover operational expenses. Visit Santa Barbara is to utilize additional CDARS accounts at Montecito Bank and Trust. Please see attached schedule for details.

Tom Patton called for a motion to approve the Board Resolution to open CDARS Account at Montecito Bank and Trust; Kristen Miller moved to approve; Aaron Ide seconded; and the motion was passed unanimously.

# SANTA BARBARA

## THE AMERICAN RIVIERA®

- 10. Approval of Board to Borrow for New Credit Cards at Montecito Bank and Trust**  
Tom Patton called for a motion to approve the Board to Borrow for New Credit Cards at Montecito Bank and Trust; Richard Nahas moved to approve; Kristen Weidemann seconded; and the motion was passed unanimously.
- 11. Hotel Performance Report**  
James Minton presented the Santa Barbara South Coast TBID Hotel Performance Dashboard- FY 2018-2019 Preliminary Report with the Board. Kathy Janega-Dykes and James shared that the monthly Hotel Performance Report is distributed to the properties reporting into TBID in addition to being shared with the Board. James also shared that VSB has purchased additional data through Uber Media and provided insight on the type of data he hopes to capture.
- 12. TBID Renewal Update**  
Kathy Janega-Dykes provided the Board with an update on the status of the TBID Renewal. Kathy shared that the Management District Plan is currently being finalized by the attorneys. Once the Management District Plan is approved the petition will be sent out. Kathy noted that she is hoping to start the petition process sometime in August. Kathy mentioned that Kristen Miller arranged for Kathy to meet with the City of Goleta Councilmembers adding that 4 out of 5 meetings with Councilmembers were secured. Kathy added that Barry Dorsey and Kristen Miller attended the meetings with her and that they received positive feedback during their meetings.
- 13. Visitor Center Update**  
Kathy Janega-Dykes stated that construction is well underway and that the designers are working hard on selecting the right merchandise to sell and furniture to furnish the new Visitor Center. Kathy shared that there was an unfortunate and unexpected delay that is quickly being addressed with respect to being ADA Compliant and the pavers at the front of the building. Kathy added that the new VIC is still on track to open 2019.
- 14. Community Reports**

  - **Hospitality Santa Barbara**  
Tom Patton shared that HSB is dark over the summer however HSB is gearing up for the fall and the City Council elections.
  - **City of Santa Barbara**  
Councilmember Meagan Harmon shared that the partnership between Visit Santa Barbara and the Santa Barbara City Council is so important to them. Councilmember Harmon shared that she was inspired to see what VSB does following a presentation by Kathy Janega-Dykes to the City Council earlier in the year. Councilmember Harmon encouraged the Board to email or call her whenever there is a concern. Councilmember Harmon represents the Downtown. Councilmember Harmon also called for the attention and support of the Board for the upcoming City Council meeting being held on Thursday, July 25<sup>th</sup> at 4:00 pm which is when Kosmont is scheduled to present the economic study results. Solutions and ideas will also be discussed at that time. Councilmember Jason Dominguez discussed ways to address homeless issues in Santa Barbara. Kathy stated that she would love to revisit what VSB and Downtown

# SANTA BARBARA

## THE AMERICAN RIVIERA®

Santa Barbara began to work on to address the homeless population before placing their plan on hold over a year ago. Kathy added that it is important that we support the issue. Tom Patton thanked Councilmembers Harmon and Dominguez for attending the Board meeting and for their efforts and collaboration with Visit Santa Barbara.

- **Goleta Chamber of Commerce**

Kristen Miller was pleased to present and provided copies of the 2019/2020 GOLETA magazine which serves as the premier guide to Goleta. This issue focused on Celebrating the Good Land. Kristen shared that she is working on a new event to promote visitation in the off-season to Goleta adding that the event she is trying to secure is a beer festival in October of 2020 and that they are looking to possibly host this event at Goleta Beach. Last but not least, Kristen was excited to announce that she is holding a planning session with her staff the following week and that this session will take place in Santa Barbara.

**15. Upcoming Events**

- VSB Annual Fall Tourism Summit, October 9<sup>th</sup> at the Montecito Club. Details to soon follow.

**16. President's Report**

Kathy Janega-Dykes shared that on July 1<sup>st</sup> marked the start of the new fiscal year and the launch of the new business plan. The design of the new business plan is underway and once the design stage is completed and printed, it will be distributed to the Board. Kathy shared that the annual report is still being worked on. Kathy shared that the new marketing plan will be brought to life at our Annual Fall Tourism Summit which is scheduled on October 9, 2019.

**17. Other business**

Angelica Ramirez reminded the Board that we are dark in August.

**18. Adjourn**

With no other business, the meeting was adjourned at 10.03 a.m.

Minutes approved by:

Luke J. Swetland, Secretary

Visit Santa Barbara Board of Directors

Date

19 SEPT., 2019