

SANTA BARBARA

THE AMERICAN RIVIERA®

Executive Committee Meeting

Thursday, September 19, 2019 from 8:00am - 8:30am

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 July 11, 2019 Meeting | Tom Patton |
| 6. Approval of June 2019 VSB Financial Reports | Dan Glaeser |
| 7. Approval of June 2019 TBID Financial Reports | Dan Glaeser |
| 8. Approval of July 2019 VSB Financial Reports | Dan Glaeser |
| 9. Approval of July 2019 TBID Financial Reports | Dan Glaeser |

Discussion Items

- | | |
|--|--------------------|
| 10. TBID Renewal Update | Kathy Janega-Dykes |
| 11. Visitor Center Recap | Kathy Janega-Dykes |
| 12. Board Member Report and Recommendations | Tom Patton |
| 13. Upcoming Events | Kathy Janega-Dykes |
| • VSB Annual Fall Tourism Summit, October 9 th at 3pm at Montecito Club | |
| 14. President's Report | Kathy Janega-Dykes |
| 15. Other Business | |
| 16. Adjourn | |

Next Board Meeting: THURSDAY, 10/17/19 at 8:30am **Next EC Meeting:** THURSDAY, 10/10/19 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

TBID Committee- Barry Dorsey, Chair

Audit Committee- Dan Glaeser, Chair

Marketing Committee- Skip Abed, Chair

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Meeting Minutes FY 2019-2020 Executive Committee Thursday, September 19, 2019

Attending: Tom Patton, Gwen Stauffer, Barry Dorsey, Luke Swetland, Dan Glaeser
Absent: Roberto van Geenen, Skip Abed
Staff: Kathy Janega-Dykes, Janet Ames, Angelica Ramirez
Location: Visit Santa Barbara, 500 East Montecito Street, Santa Barbara, CA 93103

1. Call to Order

Tom Patton called the Executive Committee meeting to order at 8:00 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 September 19, 2019 Executive Committee meeting; Gwen Stauffer moved to approve; Barry Dorsey seconded; and the motion was passed unanimously.

5. Approval of Minutes of July 11, 2019 Meeting

Tom Patton called for a motion to approve the minutes of the July 11, 2019 Executive Committee meeting; Luke Swetland moved to approve; Barry Dorsey seconded; and the motion was passed unanimously.

6. Approval of the June 2019 VSB Financial Reports

Dan Glaeser shared that month-to-date revenue came in strong adding that year-end revenue collections ended well too. Revenue collected for Co-op Advertising came in at 80% of budget at year-end. Co-op Sales revenue collections came in over budget for the month due to the IPW tradeshow activation participation. In Expenses, Salaries and Wages came in under budget due to vacancies. In Programs, Social Media was under budget due to timing for the month of June however the annual total ended on target with budget. Dan shared the balance sheet as of June 30, 2019 with the Executive Committee.

Tom Patton called for a motion to approve the June 2019 VSB financials; Barry Dorsey moved to approve; Gwen Stauffer seconded; and the motion was passed unanimously.

7. Approval of the June 2019 TBID Financial Reports

Dan Glaeser reported that all three jurisdictions had reported their income adding that the annual totals ended over budget. Total Professional Fees is over budget due to the board approved additional services. Salaries and Wages came in under budget due to vacancies. Dan went over the various variances in Programs most of which were close to budget for year-end. Dan noted that the budget for Promotional Items was under estimated for the increased FAM's and influencer tours. Also noted was that TBID Contingency funds were spent with Civitas agency for the TBID renewal and the IPW Activation.

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Tom Patton called for a motion to approve the June 2019 TBID financials; Gwen Stauffer moved to approve; Barry Dorsey seconded; and the motion was passed unanimously.

8. Approval of the July 2019 VSB Financial Reports

Dan Glaeser shared that Membership Dues finished under budget however, additional income will be collected through August and September. Salaries and Related Expenses came in under budget due to staff vacancies. Dan noted that the vacancies have been filled and that will be reflected in August and September. Research was slightly under budget for this month however we will see a new expense in the next month under this category for additional research expenses. Dan shared the balance sheet as of July 31, 2019.

Tom Patton called for a motion to approve the July 2019 VSB financials; Barry Dorsey moved to approve; Gwen Stauffer seconded; and the motion was passed unanimously.

9. Approval of the July 2019 TBID Financial Reports

Dan Glaeser reported that all three jurisdictions have reported their TBID revenue. The City of Santa Barbara and the City of Goleta ended the month strong and over budget. Overall the total TBID assessments are at budget. Salaries and Related Expenses came in under budget due to staff vacancies, which have been filled with start dates in August and September. Professional Fees came in over budget due to Coraggio work on the new performance review documents. Dan pointed out the new line items, new categories and the immaterial discrepancies noted on the Variance Analysis. Dan shared that Sales Activity Lead Generation is under budget adding that VSB requested monthly bills from their vendors. Sales Missions is over budget however this line item will be variable. Also noted was that there were no TBID Contingency funds spent in July.

Tom Patton called for a motion to approve the July 2019 TBID financials; Gwen Stauffer moved to approve; Barry Dorsey seconded; and the motion was passed unanimously.

10. TBID Renewal Update

Barry Dorsey provided an update on the petition drive and shared the timeline moving forward. Kathy Janega-Dykes shared insight with the Executive Committee on the actions that have taken place as well as the strategy moving forward with the TBID Renewal process.

11. Visitor Center Recap

Kathy Janega-Dykes and Janet Ames shared the expenditures to-date for the Visitor's Information Center on State Street. Kathy shared that the VIC Oversight Committee continues to meet on a monthly basis to ensure that everything continues to go well for all parties. Kathy mentioned that the end result is amazing.

12. Board Member Report and Recommendations

Kathy Janega-Dykes shared that she would like to add this segment to the Board meetings to allow the Board to bring forward items that they would like to report and so that they can have the opportunity to make recommendations as needed. The Executive Committee supported Kathy's suggestion and they agreed to implement this addition to the Board agenda moving forward.

13. Upcoming Events

Kathy Janega-Dykes noted that VSB's Annual Fall Summit is scheduled for October 9th at the Montecito Club adding that Noelle Buben would be sharing more details about this event at our Board meeting.

14. President's Report

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N/A

15. Other Business

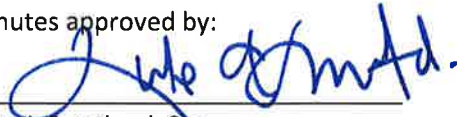
N/A

16. Adjourn

With no other business, the meeting adjourned at 8:28a.m.

Executive Session followed.

Minutes approved by:



Luke J. Swetland, Secretary
Visit Santa Barbara



Date