

# SANTA BARBARA

## THE AMERICAN RIVIERA®

### Executive Committee Meeting

Thursday, November 14, 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 (3 minutes per member of the public) | Members of the Public |
| 4. Approval of Agenda                                  | Tom Patton            |
| 5. Approval of Minutes of October 10, 2019 Meeting     | Tom Patton            |
| 6. Approval of September 2019 VSB Financial Reports    | Dan Glaeser           |
| 7. Approval of September 2019 TBID Financial Reports   | Dan Glaeser           |

##### Discussion Items

- |  |                    |
|--|--------------------|
| 8. New Executive Committee Candidate Warren Nocon of Hotel Californian as Vice Chairman (replacing Roberto van Geenen) | Tom Patton         |
| 9. New Board of Director's Member Denise Spain of The Upham Hotel (replacing Roberto van Geenen, term 2018-2021)       | Tom Patton         |
| 10. TBID Renewal Update  | Tom Patton         |
| 11. Board Vacancies  | Tom Patton         |
| 12. Upcoming Events  | Kathy Janega-Dykes |
| 13. President's Report   | Kathy Janega-Dykes |
| 14. Other Business   |                    |
| 15. Adjourn  |                    |

**Next Board Meeting:** THURSDAY, 11/14/2019 at 8:30am    **Next EC Meeting:** THURSDAY, 1/16/2020 at 8:00am

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## 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 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**

Audit Committee- Dan Glaeser, Chair

Marketing Committee- Skip Abed, Chair

TBID Committee- Barry Dorsey, Chair