

# SANTA BARBARA

## THE AMERICAN RIVIERA®

### Executive Committee Meeting

Thursday, October 10, 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 (3 minutes per member of the public) | Members of the Public |
| 4. Approval of Agenda                                  | Tom Patton            |
| 5. Approval of Minutes of September 19, 2019 Meeting   | Tom Patton            |
| 6. Approval of August 2019 VSB Financial Reports       | Dan Glaeser           |
| 7. Approval of August 2019 TBID Financial Reports      | Dan Glaeser           |

##### Discussion Items

- |  |                    |
|--|--------------------|
| 8. Audit Status  | Janet Ames         |
| 9. TBID Renewal Update   | Barry Dorsey       |
| 10. Board Vacancies  | Tom Patton         |
| 11. DestinationNEXT Survey Update  | Kathy Janega-Dykes |
| 12. VSB Fall Tourism Summit Recap  | Kathy Janega-Dykes |
| 13. Upcoming Events  | Kathy Janega-Dykes |
| • Visit California's 2019 Fall Board Meeting- Friday, October 11 <sup>th</sup> at Rosewood Miramar Beach Hotel |                    |
| 14. President's Report   | Kathy Janega-Dykes |
| 15. Other Business   |                    |
| 16. Adjourn  |                    |
| 17. Executive Session  |                    |

**Next Board Meeting:** THURSDAY, 10/17/19 at 8:30am   **Next EC Meeting:** THURSDAY, 11/14/19 at 8:00am  
500 E. Montecito Street, Santa Barbara, CA 93103 805.966.9222 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 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

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### Meeting Minutes FY 2019-2020 Executive Committee Thursday, October 10, 2019

Attending: Tom Patton, Barry Dorsey, Dan Glaeser, Skip Abed,  
Absent: Gwen Stauffer, Luke Swetland  
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 8:01 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 October 10, 2019 Executive Committee meeting; Barry Dorsey moved to approve; Dan Glaeser seconded; and the motion was passed unanimously.

#### 5. Approval of Minutes of September 19, 2019 Meeting

Tom Patton called for a motion to approve the minutes of the September 19, 2019 Executive Committee meeting; Barry Dorsey moved to approve; Dan Glaeser seconded; and the motion was passed unanimously.

#### 6. Approval of the August 2019 VSB Financial Reports

Dan Glaeser reported that the Co-Op Advertising income collected for the month of August was slightly under budget adding that invoices are still going out for future sales. Salaries and Wages was under budget due to staff vacancies. Dan shared that these savings will disappear because VSB will be fully staffed as of September. Dan noted that Accounting fees have been light due to timing and added that those fees will be close to budget moving forward. In Programs, Research was under budget for the month of August. We will be seeing new expenses in the next quarter under Research. Lead Generation was also under budget however we have requests out to vendors for their monthly bills which will offset the variance. FAM tours are variable, for the month of August FAM tours came in under budget. In addition to the Variance Analysis and Profit & Loss Budget vs Actual reports, Dan shared the balance sheet as of August 31, 2019 with the Executive Committee.

Tom Patton called for a motion to approve the August 2019 VSB financials; Skip Abed moved to approve; Tom Patton seconded; and the motion was passed unanimously.

#### 7. Approval of the August 2019 TBID Financial Reports

Dan Glaeser pointed out that the City of Santa Barbara's revenue came in over budget. The City of Goleta and the County of Santa Barbara were budgeted amounts. Salaries and Wages was under budget due to staff vacancies, we look forward to a full staff in September. Professional Fees has several variances in this section; Accounting will see increases next month, HR was over budget due to new employee recruiting and

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onboarding costs and The Coraggio Group work has been delayed. Dan went over the various variances in Programs most of which were attributed to timing.

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

### **8. Audit Status**

Janet Ames provided an update on the Audit and shared that our auditor was on his second day of being on-site at Blueisle Bookkeeping which is normal procedure. Janet added that all considerations presented by the auditor will be shared with the Executive Committee to review. The Executive Committee agreed that once the considerations are presented, it will be best to allow time to digest options and considerations as there will be a lot of facts to consider.

### **9. TBID Renewal Update**

Kathy Janega-Dykes reported that the Goleta City Council meeting went very well and both she and Barry Dorsey proceeded with an update on the TBID Renewal process and status.

### **10. Board Vacancies**

Tom Patton shared that Roberto van Geenen has resigned from the Board of Directors and Executive Committee due to his partial retirement. Tom added that Richard Nahas has moved to the Santa Barbara Yacht Club and was taking some time to determine whether or not he could remain on the Board.

### **11. DestinationNEXT Survey Update**

Kathy Janega-Dykes shared that the version of the study that we have purchased to analyze Santa Barbara as luxury destination was sent out. She encouraged the Executive Committee to complete the survey. DestinationNEXT is a project designed by the researchers at Destinations International to help determine if there are any gaps, key issues and opportunities for potential products, amenities, education, programming, experiences and elevated services that would benefit the tourism industry across the destination.

### **12. VSB Fall Tourism Summit Recap**

Kathy Janega-Dykes shared that the Fall Tourism Summit was well attended by about 200 people. This sold out event took place at the newly renovated Montecito Club. Kathy shared her great satisfaction with the venue and with all of the content that was delivered which included our Business Plan being "brought to life". Kathy added that Caroline Beteta's personalized presentation was amazing and well received.

### **13. Upcoming Events**

Kathy Janega-Dykes noted that Visit California's 2019 Fall Board Meeting is taking place on Friday, October 11<sup>th</sup> at Rosewood Miramar Beach Hotel adding that the Board meeting is open to the public.

### **14. President's Report**

Kathy Janega-Dykes informed the Executive Committee that following the recommendation made at her review, she is conducting a corporate culture survey adding that she is working with the Coraggio Group. Kathy also shared that Alison Laslett will be presenting to the Board in October about the impact of cannabis growers to the wine country. Kathy added that Graham Farrar of Farmacy Santa Barbara and Jennifer Zacharias of JZPR have been invited to speak to the Board in November regarding their interest in becoming members of Visit Santa Barbara while still observing City, State and Federal law.

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**15. Other Business**

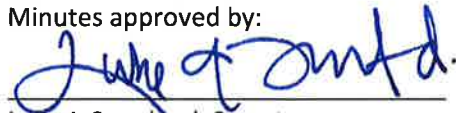
N/A

**16. Adjourn**

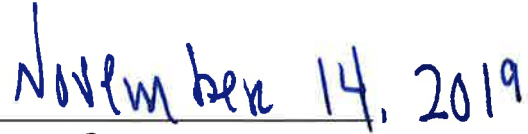
With no other business, the meeting adjourned at 8:54a.m.

Executive Session followed.

Minutes approved by:



Luke J. Swetland, Secretary  
Visit Santa Barbara



Date