

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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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, November 14, 2019

Attending: Tom Patton, Dan Glaeser, Skip Abed, Luke Swetland, Gwen Stauffer
Absent: Barry Dorsey
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 8:02 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 November 14, 2019 Executive Committee meeting; Luke Swetland moved to approve; Dan Glaeser seconded; and the motion was passed unanimously.

5. Approval of Minutes of October 10, 2019 Meeting

Tom Patton called for a motion to approve the minutes of the October 10, 2019 Executive Committee meeting; Dan Glaeser moved to approve; Luke Swetland seconded; and the motion was passed unanimously.

6. Approval of the September 2019 VSB Financial Reports

Dan Glaeser shared variances reflected on the variance analysis for the month of September 2019. Co-Op Advertising finished over budget for the month, it was noted that 96% of the annual budget has been invoiced. In September, Co-Op Sales was under budget for the month due to an IMEX participant cancellation. Dan noted that Legal fees were over budget for the month due to mediation expenses, adding that this variance was cancelled out by offsetting variances. In Advertising, Brand is under budget for the month, we will be seeing increased expenses next month. Visitor Magazine is over budget due to the increase in deliveries of the Visitor Magazine. Research remains under budget; however, it was noted that we will be seeing new expenses for research in the next quarter. In addition to the Variance Analysis and Profit & Loss Budget vs Actual reports, Dan presented and walked the Executive Committee through the balance sheet, A/R Aging Summary, the A/P Aging Summary, and the Cash Flow Projection report. Dan thanked members of the Executive Committee by stating, hats off to everyone that worked on the budget.

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

7. Approval of the September 2019 TBID Financial Reports

Dan Glaeser again shared variances reflected on the variance analysis for the month of September 2019. It was reported that City of Santa Barbara and The City of Goleta's TBID revenue came in over budget. The County of Santa Barbara were budgeted amounts on the Profit and Loss Budget vs Actual report that was

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handed out in the meeting materials however Janet Ames reported that she had just received their data adding that they came in at approximately 4k under budget. Salaries and Wages was under budget due to staff vacancies for part of the month. It was noted that Health Insurance would be under budget for another month or so due to employment waiting periods. Legal fees were over budget for the month due to mediation expenses. Brand is under budget for the month but we will be seeing an increase in expenses next month. Visitor Magazine is over budget due to the increase in deliveries of the Visitor Magazine. Research remains under budget; however, it was noted that we will be seeing new expenses for research in the next quarter. TBID Contingency funds were spent on Civitas TBID renewal expenses.

Tom Patton called for a motion to approve the September 2019 TBID financials; Luke Swetland moved to approve; Skip Abed seconded; and the motion was passed unanimously.

8. New Executive Committee Candidate Warren Nocon of Hotel Californian as Vice Chairman (replacing Roberto van Geenen)

The Executive Committee was in support of this consideration and they agreed to pass this nomination on to the Board for approval.

9. New Board of Director's Member Denise Spain of The Upham Hotel (replacing Roberto van Geenen, term 2018-2021)

The Executive Committee was in support of this consideration and they agreed to pass this nomination on to the Board for approval.

10. TBID Renewal Update

Kathy Janega-Dykes provided an update on the TBID Renewal process and status sharing that the new resolution of intent was pushed back. Kathy also noted that Civitas needed to facilitate a second mailing due to a previous mailing error on their part. Kathy shared details from the meeting that she and James Minton had with Andrew Firestone adding that both parties had to move quickly to reach a resolution prior to the City Council meeting on the TBID Renewal. Kathy outlined the changes made to the agreement adding that she would outline those out to the Board members at the Board meeting directly following the EC meeting. Kathy shared that she and Andrew received positive comments from the City Council regarding their ability to reach an agreement. Kathy also noted that she looks forward to having some level of commitment from Andrew by having him serve on the TBID Committee or on the Board of VSB's in the near future.

11. Board Vacancies

Tom Patton shared that Craig Forbus and Richard Nahas have resigned from the Board of Directors. Tom stated that he would make this announcement at the Board meeting that was taking place immediately following the EC meeting. Tom noted that he would encourage the Board to share their considerations to fill the open seats. These considerations would be voted on in January of 2020.

12. Upcoming Events

N/A

13. President's Report

N/A

14. Other Business

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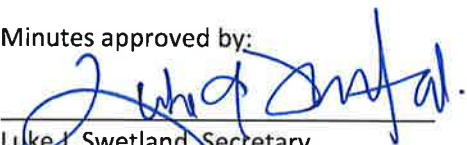
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Janet Ames pointed out that VSB purchased a lot of merchandise for the new Visitor's Center adding that she is working on a procedure to transfer funds back to VSB from the VIC. Janet noted that sales are increasing. The VIC Oversight Committee will be discussing ways to ramp up retail efforts at their upcoming meeting.

15. Adjourn

With no other business, the meeting adjourned at 8:29a.m.

Minutes approved by:



Luke J. Swetland, Secretary
Visit Santa Barbara

7 JAN. 2020
Date