

# SANTA BARBARA

## THE AMERICAN RIVIERA®

### Executive Committee Meeting

Thursday, February 13, 2020 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 January 7, 2020 Meeting      | Tom Patton            |
| 6. Approval of December 2019 VSB Financial Reports     | Dan Glaeser           |
| 7. Approval of December 2019 TBID Financial Reports    | Dan Glaeser           |

##### Discussion Items

- |   |                    |
|---|--------------------|
| 8. For Consideration: New Board of Director Member, Stephen Janicek of<br>The Ritz-Carlton Bacara, Santa Barbara, (replacing Gwen Stauffer, term 2019-2020) | Tom Patton         |
| 9. Past Chair Vacancy: Recommend to keep position unfilled for remainder of FY19/20   | Tom Patton         |
| 10. Appointment of Advisory Nominating Committee  | Tom Patton         |
| 11. Update on FY 2018- 2019 Audit   | Dan Glaeser        |
| 12. Update on DestinationNEXT Survey  | Kathy Janega-Dykes |
| 13. Update on 360 Employee Evaluations  | Kathy Janega-Dykes |
| 14. Upcoming Events   | Kathy Janega-Dykes |
| • I AM SB: 3/10, 4/15 at Visit Santa Barbara  |                    |
| • Lunch & Learn: 2/26 Working with Influencers at Visit Santa Barbara   |                    |
| • AGM & Tourism Celebration: 5/14 at Coral Casino at Four Seasons Resort, The Biltmore Santa Barbara  |                    |
| 15. President's Report  | Kathy Janega-Dykes |
| 16. Other Business  |                    |
| 17. Adjourn   |                    |

**Next Board Meeting:** THURSDAY, 2/20/2020 at 8:30am   **Next EC Meeting:** THURSDAY, 3/12/2020 at 8:00am  
500 E. Montecito Street, Santa Barbara, CA 93103 805.966.9222 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 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

TBID Committee- Barry Dorsey, Chair

Marketing Committee- Skip Abed, Chair

Sales Advisory Committee- Chris Inman, Chair

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## THE AMERICAN RIVIERA®

### Meeting Minutes FY 2019-2020 Executive Committee Thursday, February 13, 2020

Attending: Tom Patton, Dan Glaeser, Skip Abed, Luke Swetland, Barry Dorsey, Warren Nocon  
Absent:  
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 February 13, 2020 Executive Committee meeting; Dan Glaeser moved to approve; Luke Swetland seconded; and the motion was passed unanimously.

#### 5. Approval of Minutes of January 7, 2020 Meeting

Tom Patton called for a motion to approve the minutes of the January 7, 2020 Executive Committee meeting; Barry Dorsey moved to approve; Luke Swetland seconded; and the motion was passed unanimously.

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

Dan Glaeser reported that Co-Op Sales revenue was over budget due to booked sales events in excess of the annual budget. Air Service is a new category intended to support new flights services to/ from SBA. The budget for this category is being pulled from the annual Brand budget. Program variances were due to timing. Dan presented the balance sheet, cash flow projection and FY profit & loss reports to the committee.

Tom Patton called for a motion to approve the December 2019 VSB financials; Barry Dorsey moved to approve; Warren Nocon seconded; and the motion was passed unanimously.

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

Dan Glaeser reported that TBID income for the City of Santa Barbara came in under budget and the City of Goleta came in over budget. The County of Santa Barbara had not reported. Again, Dan pointed out that Air Service is a new category intended to support new flights services to/ from SBA adding that the budget for this category is being pulled from the annual Brand budget. Program variances were due to timing. TBID Contingency funds were spent on Civitas TBID renewal expenses.

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

#### 8. New Board of Director's Member Steven Janicek of The Ritz-Carlton Bacara, Santa Barbara (replacing Gwen Stauffer, 2019-2020)

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

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**9. Past Chair Vacancy: Recommend to keep position unfilled for remainder of FY 19/20**

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

**10. Appointment of Advisory Nominating Committee**

Tom Patton shared that Warren Nocon has agreed to chair this advisory committee.

**11. Update on FY 2018/2019 Audit**

Dan Glaeser informed the committee that the audit committee would be reviewing the audit findings with the auditor following the board meeting on February 20<sup>th</sup>. The audit findings will be then shared with the executive committee in March.

**12. Update on DestinationNEXT Survey**

Kathy Janega-Dykes reported that Paul Ouimet will be presenting the results of the DestinationNEXT Survey to the board in a 3-hour meeting in June following a short board meeting.

**13. Coraggio Group 360 Evaluations**

Kathy Janega-Dykes shared that evaluations will be distributed to the staff at the end of February adding that Sarah Lechner will be in market in April to present the results. Tom Patton will be meeting with Sarah Lechner too. Tom will share the results with the executive committee in May.

**14. Upcoming Events**

Kathy Janega-Dykes announced the upcoming events listed on the agenda.

**15. President's Report**

Kathy Janega-Dykes shared that the business plan for the next year is in the beginning phase. Kathy provided an update on her attendance to VCA's Outlook Forum. Also noted was the signing of the contract with AVIAREPS for our representation in Dubai.

**16. Other Business**

Warren Nocon shared that the 3<sup>rd</sup> Annual Hotel Olympics/ Summer Games is in the planning phase adding that the event will take place at the Hilton Santa Barbara Beachfront Resort. Warren also noted his involvement with the Santa Barbara Culinary Experience as lead hotel sponsor. This event will run from March 13<sup>th</sup> -15<sup>th</sup>. Visit Santa Barbara is a culinary arts sponsor and Santa Barbara Sailing Center will be presenting: Sea, Wind and Wine. Tom Patton shared that Lynn Mohrfeld of CHLA will be in Santa Barbara in March to present the California Legislative and Lodging Industry Update and to present to the boards of HSB and VSB.

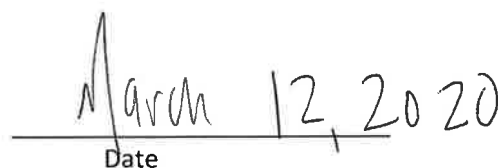
**17. Adjourn**

With no other business, the meeting adjourned at 8:43a.m.

Minutes approved by:



Luke J. Swetland, Secretary  
Visit Santa Barbara



Date