

# SANTA BARBARA

## THE AMERICAN RIVIERA®

### Special Telephonic Board of Directors Meeting

Thursday, April 16, 2020 8:30am – 9:30am

Call-in Number: (805) 334-5852

#### AGENDA

##### Action Items

1. Call to Order- *Roll Call* Tom Patton
2. Antitrust Compliance Tom Patton
3. Public Comment- Including items on the agenda and not on the agenda  
(3 minutes per member of the public) Members of the Public
4. Approval of Agenda Tom Patton  
Recommended Action: Approve Agenda as presented. *-Roll Call*
5. Approval of Minutes of February 20, 2020 Meeting Tom Patton  
Recommended Action: Approve Minutes as presented. *-Roll Call*
6. Approval of January 2020 Financial Reports Dan Glaeser  
Recommended Action: Approve January 2020 Financial Reports as presented. *-Roll Call*
7. Approval of February 2020 Financial Reports Dan Glaeser  
Recommended Action: Approve February 2020 Financial Reports as presented. *-Roll Call*
8. Approval of FY 2018/2019 Audit Dan Glaeser  
Recommended Action: Approve FY 2018/ 2019 Audit. *-Roll Call*
9. Approval of Board Resolution to apply for and secure funding for COVID-19 Tom Patton  
related loans and grant Kathy Janega-Dykes the ability to negotiate and execute loan documents encumbering  
Visit Santa Barbara for an amount up to \$2mil and an interest rate not to exceed 6%.  
Recommended Action: Approve application of COVID-19 related loans per the stipulations noted above. *-Roll Call*
10. Approval of Proposed FY 20/21 Board of Directors Slate Warren Nocon  
Recommended Action: Approve FY 20/21 Board of Directors Slate as presented. *-Roll Call*

##### Discussion Items

11. COVID-19 Impact Kathy Janega-Dykes  
Recommended Action: Discuss the impact to the Santa Barbara hospitality industry, the next steps for  
Visit Santa Barbara and review of Visit Santa Barbara's funding opportunities.
12. Local Business Promotion JessyLynn Perkins  
Recommended Action: Report how Visit Santa has pivoted in response to the COVID-19 pandemic  
and shifted our focus to the local community needs.
13. Hotel Data Report James Minton  
Recommended Action: Review the local lodging performance over the past three weeks.

14. Community Reports

500 E. Montecito Street, Santa Barbara, CA 93103 805.966.9222 [www.santabarbaraca.com](http://www.santabarbaraca.com)

# SANTA BARBARA

## THE AMERICAN RIVIERA®

Recommended Action: This portion of the meeting is reserved for each entity listed below to provide a brief update.

- Hospitality Santa Barbara Tom Patton
- City of Santa Barbara Councilmember Gutierrez
- Goleta Chamber of Commerce Kristen Miller
- Santa Barbara Airport Deanna Zachrisson

15. President's Report Kathy Janega-Dykes

Recommended Action: The President/ CEO will provide updates on Visit Santa Barbara's Operations and Marketing items that are not included on the agenda.

16. Good of the Orders Tom Patton

Recommended Action: This portion of the meeting is reserved for the Board of Directors to make recommendations for future board meeting agenda items.

17. Adjourn

**Next Board Meeting:** THURSDAY, 5/21/2020 8:30am - 10:00am **Location:** Visit Santa Barbara

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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 (VSB) 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 VSB and by representatives of any members of the organization.*

*At any meeting of the membership of VSB or any committees of VSB, or at any meeting where any employee of the organization 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.*

### **MISSION**

The primary mission is to enhance the economies of the City of Santa Barbara, South Coast communities and Santa Barbara County areas through tourism marketing that increases business revenue, tax revenue and creates jobs.

### **VISION**

The Corporation is acknowledged by the entire community and its leaders as the indispensable organization for forging public / private partnerships and coalitions to promote our destination, increase visitor spending and sustain the outstanding quality of life in Santa Barbara County.

### **VISIT SANTA BARBARA COMMITTEES**

- TBID Committee- Barry Dorsey, Chair
- Audit Committee- Dan Glaeser, Chair
- Marketing Committee- Skip Abed, Chair
- Sales Advisory Committee- Chris Inman, Chair