

SANTA BARBARA

THE AMERICAN RIVIERA®

Executive Committee Meeting

Thursday, July 9, 2020 from 8:00am – 9:00am

Zoom Meeting ID: 981 1358 9814

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- *Roll Call* Warren Nocon
2. Antitrust Compliance Warren Nocon
3. Public Comment- Includes items on the agenda and not on the agenda
(3 minutes per member of the public) Members of the Public
4. Approval of Agenda Warren Nocon
Recommended Action: Approve Agenda as presented. -*Roll Call*
5. Approval of Minutes of June 11, 2020 Meeting Warren Nocon
Recommended Action: Approve Minutes as presented. -*Roll Call*
6. Approval of May 2020 Financial Reports Dan Glaeser
Recommended Action: Approve May 2020 Financial Reports as presented. -*Roll Call*

Discussion Items

7. Q1 Budget Update and Cash Flow Forecast Janet Ames/Dan Glaeser
Recommended Action: Review Q1 Budget updates focused on TBID income, advertising expenses, and salaries; as well as examine revenue, operation expenses, program expenses and loan funds as presented in the Cash Flow Forecast.
8. Welcome New Executive Committee Members Warren Nocon
Recommended Action: Welcome new members of the Executive Committee: Steven Janicek of The Ritz-Carlton Bacara Santa Barbara, Dr. Robin Gose of MOXI, The Wolf Museum of Exploration + Innovation, and Luke Swetland of Santa Barbara Museum of Natural History
9. Board of Directors Open Vacancy and Addition of Ex Officio Board Member Warren Nocon
Recommended Action: Discuss vacant position for VSB Board of Directors, as well as addition of Ex Officio Board Member Kristen Miller of Santa Barbara South Coast Chamber of Commerce.
10. Hospitality Heroes Kathy Janega-Dykes
Recommended Action: Share overview of the weekly contest acknowledging hospitality heroes.
11. Visit Santa Barbara Membership Update Kathy Janega-Dykes
Recommended Action: Provide updates on membership renewals for FY 2020-2021, including number of members that have paid, requested a payment deferral or cancelled membership.
12. Visitor Center Updates Kathy Janega-Dykes
Recommended Action: Share updates on the reopening plan for Santa Barbara Visitor Centers.

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13. 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.
14. Good of the Order Warren Nocon
Recommended Action: This portion of the meeting is reserved for the Executive Committee to make recommendations for future Executive Committee agenda items.
15. Adjourn

Next Board Meeting: THURSDAY, 7/16/2020 at 8:30am **Next EC Meeting:** THURSDAY, 9/10/2020 at 8:00am

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 Shantel Rowe 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- Dr. Robin Gose, Chair

Sales Advisory Committee- Chris Inman, Chair

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