

SANTA BARBARA

THE AMERICAN RIVIERA®

Board of Directors Video Meeting

Thursday, May 21, 2020 8:30am – 9:30am

Zoom Meeting ID: 912 8729 9162

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 April 16, 2020 Meeting Tom Patton
Recommended Action: Approve Minutes as presented. -*Roll Call*
6. Approval of March 2020 Financial Reports Dan Glaeser
Recommended Action: Approve March 2020 Financial Reports as presented. -*Roll Call*
7. Appointment of TBID Chair and Vice Chair Tom Patton
Recommended Action: Appoint Barry Dorsey as TBID Chair and Aaron Ide as Vice Chair. -*Roll Call*

Discussion Items

8. Projected 18 Month and 24 Month Cash Flow Dan Glaeser
Recommended Action: Review cash flow projections based on an 18 or 24 month period.
9. Visit Santa Barbara Reopening Strategy James Minton
Recommended Action: Review preliminary 3 month business reopening plan.
10. Lodging Industry Performance Report James Minton
Recommended Action: Discuss the lodging industry performance report.
11. City Business Advisory Task Force and County Reopening Process Tom Patton
Recommended Action: Review the plans for the City Business Advisory Task Force and County reopening process.
12. Community Reports
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
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 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.

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15. Adjourn

Next Board Meeting: THURSDAY, 6/18/2020 8:30am – 9:30am **Location:** Visit Santa Barbara

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 (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

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Meeting Minutes FY 2019- 2020 Board of Directors Meeting Thursday, May 21, 2020

Attending: Aaron Ide, Andrew Firestone, Barry Dorsey, Chris Inman, Dan Glaeser, Katie Grassini, Kristen Miller, Kristen Weidemann, Luke Swetland, Rick Boller, Dr. Robin Gose, Sarah York Rubin, Sherry Villanueva, Skip Abed, Steven Janicek, Terri Bowman, Tom Patton, Warren Nocon, Deanna Zachrisson

Absent: Colleen Huther, Denise Spain, Michael Cohen, Councilman Oscar Gutierrez

Staff: Kathy Janega-Dykes, James Minton, JessyLynn Perkins, Noelle Buben, Beth Olson, Karna Hughes, Shantel Rowe, Janet Ames

Location: Zoom Meeting ID: 912 8729 9162

1. Call to Order

Tom Patton called the meeting to order at 8:32am.

2. Antitrust Compliance

It is the policy of Visit Santa Barbara to fully comply with the laws of the United States and the State of California.

3. Public Comment

N/A

4. Approval of Agenda

Tom Patton called for a motion to approve the agenda of the May 21, 2020 Board meeting; Barry Dorsey moved to approve; Warren Nocon seconded; and the motion was passed unanimously.

5. Approval of Minutes of the April 16, 2020 Board Meeting

Tom Patton called for a motion to approve the minutes of the April 16, 2020 Board meeting; Luke Swetland moved to approve; Dan Glaeser seconded; and the motion was passed unanimously.

6. Approval of the March 2020 VSB Financial Reports

Dan Glaeser reported that there was 49% revenue drop in March, causing a \$228k loss. Employee costs were in line with the budget and audit was slightly over budget due to the new auditor, while advertising was under budget for the month.

Tom Patton called for a motion to approve the March 2020 VSB financials; Kristen Weidemann moved to approve; Dr. Robin Gose seconded; and the motion was passed unanimously.

7. Approval of TBID Chair and Vice Chair

Tom Patton called for a motion to approve Barry Dorsey as TBID Chair and Aaron Ide as Vice Chair; Dan Glaeser moved to approve; Warren Nocon seconded; and the motion was passed unanimously.

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8. **Projected 18 Month and 24 Month Cash Flow**

Dan Glaser acknowledged James Minton and Janet Ames for helping put together the projected 18 month and 24 month cash flow documents. Dan noted that the report incorporates a conservative decrease of 10% funds from the city and 18-29% occupancy in the summer months. Dan pointed out it did not take into account potential financing from the American Riviera Bank, EIDL Loan, available credit or extra reserves. Kathy Janega-Dykes added that the report does not include the applied for Economic Development Block Grant.

Chris Inman inquired if there were funds available through Visit California. Kathy stated that there wasn't and Visit California is in a similar situation as us. VCA is applying for a \$45 million stimulus funding from the state, which we have signed on in support of that. She also noted that Visit California has reduced their staff by 50% and looking for additional funding to support their recovery efforts. James also pointed out that "Program TBD" line in the report represents potential available cash for marketing recovery efforts.

9. **Visit Santa Barbara Reopening Strategy**

James Minton shared Visit Santa Barbara's preliminary 3 month business reopening plan. He noted that we are focusing on a leisure travel led recovery. James reviewed the various research data and insights and shared the campaign overview, which incorporates an efficient use of limited resources that include short-term and flexible ad buying, prioritizing urban markets, considering contingency markets, and social media targeting. James then briefly reviewed a sample of images and messages that will be used during this campaign, as well as mentioned the toolkit to share with businesses in the area so that we are all consistent with our messaging. Kathy Janega-Dykes added that this campaign is similar to that of Visit California who is also focusing on in-state travel. She mentioned this plan will be presented to the TBID Committee June. Visit Santa Barbara will then host a town hall to present the plan and toolkit to community. Sarah York Rubin request more features including arts and culture once businesses in the sector begin opening up, and Terri Bowman requested coverage of outdoor activities outside of the downtown and coastline area as well.

10. **Lodging Industry Performance Report**

James Minton reviewed the week over week data for the lodging industry performance reports. Over the last 5 weeks there has been growth in demand, with more stability with mid-week occupancy due to essential travel, as well as stable pricing.

James shared US Air Passenger Index charts, which tracks the passengers screened across US on a daily basis, with the lowest value recorded on April 16, 2020, and only slight growth since. James then showed the local TBID Hotel ADR Index and TBID Hotel Demand Index which shows sequential growth. Lastly, James shared the LA SD Metro Organic Referrals Index which revealed a large increase in organic traffic to the Visit Santa Barbara website and interest in Santa Barbara in the LA and San Diego metro areas.

11. **City Business Advisory Task Force and County Reopening Process**

Tom Patton discussed the City Business Advisory Task Force and County reopening process. Tom noted how quickly the county has moved forward with this process to ensure that businesses open in a safe and healthy manner.

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Santa Barbara County has been approved to move on to later Stage 2, to include retail and dine-in restaurants, upon a County Health officer order. Businesses are instructed to complete COVID-19 protection plans in order to complete self-certification, train employees on how to limit spread of COVID-19, implement individual control measures and screenings, implement disinfectant protocols and implement physical distant guidelines.

Kathy Janega-Dykes acknowledged how quickly the county was able to complete the RISE document and how quickly the city of Santa Barbara was able to adapt the community to help businesses succeed during this time.

12. Community Reports

- **Hospitality Santa Barbara**

Tom Patton noted that Hospitality Santa Barbara has been involved in conversations about reopening plans sharing information with hoteliers who have questions regarding where hotels stand in the reopening process, pool openings, essential versus non-essential travelers etc.

- **City of Santa Barbara**

N/A

- **Goleta and Santa Barbara Chamber of Commerce**

Kristen Miller shared that the Goleta and Santa Barbara Chamber of Commerce is working with Goleta on a Business Support Grant Program that they are considering in support of restaurants. She noted they are also trying to work with the city of Santa Barbara to help restaurant program to open up sidewalks to expand dining.

- **Santa Barbara Airport**

Deanna Zachrisson noted that the loss of demand at the Santa Barbara Airport is consistent with the air travel sector nationally. SBA reported their lowest activity on April 20th with 26 passengers; however, this has been consistently improving and the airport is now up to about 200-passengers a day. Similar to what was shared earlier, she noted that leisure travel and shorter distances will likely take place initially. Deanna stated that they predict a significant recovery (75%) in 2021, and a full recover in 2022-2023.

13. President's Report

Janega-Dykes discussed the membership renewal process for the upcoming fiscal year. She stated Visit Santa Barbara will be sending an email to all the members and offering a few membership renewal options which include pay in full immediately, defer payments for 6-months, or discontinue Visit Santa Barbara membership. Kathy noted that within the next 12-month, Visit Santa Barbara hopes to re-evaluate the current membership structure and look at ways to provide added values to members.

14. Other business

N/A

15. Adjourn

With no other business, the meeting was adjourned at 9:38am.


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Minutes approved by:

Luke J. Swetland, Secretary

Visit Santa Barbara Board of Directors



Date JUNE 18, 2020