

SANTA BARBARA

THE AMERICAN RIVIERA®

Board of Directors Meeting

Thursday, February 20, 2020 8:30am - 10:00am

Location: Visit Santa Barbara, Santa Barbara, CA 93103

AGENDA

Guest Speaker: Mike Jordan, Santa Barbara City Councilmember for District 2

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 23, 2019 Meeting Tom Patton
6. Approval of December 2019 VSB Financial Reports Dan Glaeser
7. Approval of December 2019 TBID Financial Reports Dan Glaeser
8. Approval of Board Resolution to open a Line of Credit from American Riviera Bank Tom Patton
9. Approval of New Board of Director's Member Stephen Janicek of The Ritz-Carlton Bacara, Santa Barbara (replacing Gwen Stauffer, term 2019-2020) Tom Patton

Discussion Items

10. Program Update JessyLynn Perkins
11. Hotel Performance Report James Minton
12. Advisory Nominating Committee Warren Nocon
13. Update on FY 2018-2019 Audit Dan Glaeser
14. Update on DestinationNEXT Survey Kathy Janega-Dykes
15. Air Service Development Deanna Zachrission
16. Community Reports
 - Hospitality Santa Barbara Tom Patton
 - City of Santa Barbara Councilmember Gutierrez
 - Goleta Chamber of Commerce Kristen Miller
17. Upcoming Events Kathy Janega-Dykes
 - Lunch & Learn: 2/26- Working with Influencers
 - I AM SB: 3/10, 4/15
 - Santa Barbara Culinary Experience: 3/13-3/15
 - AGM & Tourism Celebration, Coral Casino at Four Seasons Resort, The Biltmore Santa Barbara, 5/14
 - 3rd Annual Hotel Olympics/ Summer Games, Hilton Santa Barbara Beachfront Resort, 5/26
18. President's Report Kathy Janega-Dykes
19. Other Business
20. Adjourn

Next Board Meeting: THURSDAY, 3/19/2020 8:30am - 10:00am **Location:** Visit Santa Barbara

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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 (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, February 20, 2020

Attending: Katie Grassini, Tom Patton, Dan Glaeser, Michael Cohen, Deanna Zachrisson, Skip Abed, Robin Gose, Rick Boller, Sarah York Rubin, Kristen Weidemann, Barry Dorsey, Kristen Miller, Oscar Gutierrez, Chris Inman, Luke Swetland, Denise Spain, Andrew Firestone, Terri Bowman, Mike Jordan

Absent: Colleen Huther, Aaron Ide, Warren Nocon, Sherry Villanueva

Staff: Kathy Janega-Dykes, James Minton, Angelica Ramirez, JessyLynn Perkins, Noelle Buben, Beth Olson, Janet Ames

Location: Visit Santa Barbara, 500 E. Montecito Street, Santa Barbara, CA 93103

Guest Speaker: Mike Jordan, Santa Barbara City Councilmember for District 2

Mike Jordan shared that his main priority is to improve the dynamic within the City Council which he says has dramatically improved with the new appointment of City Council members. Mike provided an update on the coronavirus with respect to incoming cruise ships as well as an update on the downtown underpass corridor project. Mike acknowledged that restaurants faced a challenging year. Mike provided an update on the East Beach restaurant/ rental space. Andrew Firestone asked if there are any plans for improvement in the safety and cleanliness of the playground directly in front of the newly renovated restaurant/rental space. Mike was unsure but he stated he would look into it. Mike stated that he will continue to advocate for the city and tourism benefits as well as community members who are not in the industry. Mike would like to see the board move forward with their work but asks that they be vigilant and invest in the community with messaging and efforts. Mike commits himself to getting projects through the system and welcomed the board to call him when in need. Mike provided an update on the new police station, farmers market, and on the newly hired Economic Development Manager.

1. Call to Order

Tom Patton called the meeting to order at 8:54 am.

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 February 20, 2020 Board meeting; Kristen Miller moved to approve; Michael Cohen seconded; and the motion was passed unanimously.

5. Approval of Minutes of the January 23, 2020 Board meeting

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Tom Patton called for a motion to approve the minutes of the January 23, 2020 Board meeting; Luke Swetland moved to approve; Kristen Weidemann seconded; and the motion was passed unanimously.

6. Approval of the December 2019 VSB Financial Reports

Dan Glaeser reported that Co-Op Sales income came in over budget for the month due to timing of events. Under Operations, Culture Club is over budget for the month but on target YTD. In Programs, Dan pointed out that Air Service Support is a new category to support new flight service to/ from SBA, the budget is being pulled from the annual brand budget. Brand is over budget due to annual ads in Visit CA Visitor Magazine. Staff is monitoring the brand and retail budget carefully to balance at the end of the fiscal year. Visual Assets are over for the month due to new production: Like a Local. Expenses are tracking properly to annual budget.

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

7. Approval of the December 2019 TBID Financial Reports

Dan Glaeser reported that the actual income that was reported for all entities came in under budget for the month. Under Operations, Culture Club is over budget for the month but on target YTD. In Programs, Dan pointed out that Air Service Support is a new category to support new flight service to/ from SBA, the budget is being pulled from the annual brand budget. Brand is over budget due to annual ads in Visit CA Visitor Magazine. Staff is monitoring the brand and retail budget carefully to balance at the end of the fiscal year. Visual Assets are over for the month due to new production: Like a Local. Expenses are tracking properly to annual budget. TBID Contingency funds were spent on Civitas TBID renewal expenses.

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

8. Approval of Board Resolution to open a Line of Credit from American Riviera Bank

Tom Patton called for a motion to approve the Board Resolution to open a Line of Credit from American Riviera Bank; Kristen Miller moved to approve; Robin Gose seconded; and the motion was passed unanimously. To note, Dan Glaeser abstained.

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

Tom Patton called for a motion to approve the appointment of Steven Janicek; Dan Glaeser moved to approve; Kristen Miller seconded; and the motion was passed unanimously.

10. Program Update

JessyLynn Perkins presented a show and tell Marketing update with content and results from the 'Like a Local' Campaign as well as an update on the 'Two Glasses In' Podcast and Webisode, a new addition to the content delivery network.

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11. **Hotel Performance Report**

James Minton presented the Santa Barbara South Coast TBID Hotel Performance Dashboard report for January 2020 along with the Visit Santa Barbara Insights by Month report which will be used moving forward. Andrew Firestone requested data that was not reflected on the dashboard report which James Minton stated he would be more than happy to provide. Tom Patton shared that the Lunch & Learn for STR Reporting was excellent and acknowledged James on the content presented.

12. **Advisory Nominating Committee**

Tom Patton shared that Warren Nocon has agreed to chair this advisory committee. Sarah York Rubin, Robin Gose, Kristen Wiedemann and Denise Spain volunteered to serve on the committee.

13. **Update on FY 2018-2019 Audit**

Dan Glaeser reported that the audit committee would be reviewing the audit findings with the auditor following the board meeting to review a draft of the audit. Dan noted that the audit findings will be shared at the following board meeting.

14. **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.

15. **Air Service Development**

Deanna Zachrisson shared that January's passenger count from SBA were released and it showed an increase of 38% in comparison from January 2019. Deanna provided an insight on air service development that included how they pitch service to our market. Deanna shared examples of their incentive/ rebate programs used to attract carriers, increase routes and frequency as well as their marketing tactics. Deanna ended by providing an update on the current carriers at SBA.

16. **Community Reports**

• **Hospitality Santa Barbara**

Tom Patton encouraged everyone to participate in Santa Barbara Restaurant Week which will take place through 3/6. HSB is still finalizing their date to host their Annual General Meeting.

• **City of Santa Barbara**

Councilmember Oscar Gutierrez provided a status on the Economic Development Manager. Oscar shared his focus on the 400 block of State Street. Oscar stated that he would like to see our 'Like a Local' videos on the air on SBTB. Oscar ended by encouraging everyone to speak to him and the other Councilmembers who are there to provide service when in need.

• **Goleta Chamber of Commerce**

Kristen Miller shared that Cortney Hebert attended Visit California's Outlook Forum adding that Cortney learned a lot. Kristen noted that she loved her pages in our new Visitor Magazine. Kristen ended with an update on Goleta zoning.

17. **Upcoming Events**

Kathy Janega-Dykes read off all of the upcoming events listed on the agenda.

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18. President's Report

Kathy Janega-Dykes shared that she is monitoring the coronavirus situation and she provided an update on what VCA is doing at this time in response to the coronavirus. Kathy and Beth Olson provided a recap on WECON which they say was a huge success and a great opportunity to showcase Santa Barbara to the over 230 attendees. Beth was very grateful for all of the local partners and vendors that made this event such a huge success. It was noted that attendees stayed at the Hilton and overflowed to various properties in Santa Barbara including El Capitan Canyon.

19. Other business

World of Pinot will be taking place from March 5-7.

20. Adjourn

With no other business, the meeting was adjourned at 10:02a.m.

Minutes approved by:

Luke J. Swetland, Secretary _____ Date _____

Visit Santa Barbara Board of Directors