

SANTA BARBARA

THE AMERICAN RIVIERA®

Executive Committee Meeting

Thursday, March 12, 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

Guest Speakers: Amy Cooper, Founder, Plum Goods and Keith Higbee, Managing Partner, Strategy Growth & Ventures
Economic Recruitment & Revitalization Proposal

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

Discussion Items

- | | |
|--|-----------------------|
| 8. FY 2018/2019 Audit | Travis J. Wilson, CPA |
| 9. Coronavirus (COVID-19) Update | Kathy Janega-Dykes |
| 10. Annual Employee Survey Update | Kathy Janega-Dykes |
| 11. Advisory Nominating Committee Update | Warren Nocon |
| 12. Upcoming Events | Kathy Janega-Dykes |
| <ul style="list-style-type: none">• Santa Barbara Culinary Experience: 3/13-3/15• CA Legislative and Lodging Industry Update: 3/18 at Hotel Californian, Fairbanks Room• Lunch & Learn: 3/24 Making the most of your Membership at Visit Santa Barbara• I AM SB: 4/15 at Visit Santa Barbara• AGM & Tourism Celebration: 5/14 at Coral Casino at Four Seasons Resort, The Biltmore Santa Barbara | |
| 13. President's Report | Kathy Janega-Dykes |
| 14. Other Business | |
| 15. Adjourn | |

Next Board Meeting: THURSDAY, 3/19/2020 at 8:30am **Next EC Meeting:** THURSDAY, 4/9/2020 at 8:00am

500 E. Montecito Street, Santa Barbara, CA 93103 805.966.9222 SantabarbaraCA.com

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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 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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Meeting Minutes FY 2019-2020 Executive Committee Thursday, March 12, 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

Guest Speakers: Amy Cooper, Founder of Plum Goods and Keith Higbee, Managing Partner presented their Strategy Growth & Ventures Economic Recruitment and Revitalization Proposal to the Executive Committee members. The committee agreed to have Kathy Janega-Dykes follow up with Amy and Keith regarding their proposal and she will report back to the committee.

1. Call to Order

Tom Patton called the Executive Committee meeting to order at 8:45 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 March 12, 2020 Executive Committee meeting; Barry Dorsey moved to approve; Dan Glaeser seconded; and the motion was passed unanimously.

5. Approval of Minutes of February 13, 2020 Meeting

Tom Patton called for a motion to approve the minutes of the February 13, 2020 Executive Committee meeting; Luke Swetland moved to approve; Skip Abed seconded; and the motion was passed unanimously.

6. Approval of the January 2020 VSB Financial Reports

January 2020 VSB and TBID Financials were presented and approved as a single item. Financials will be presented as one item moving forward. Dan Glaeser reported that TBID income for the City of Santa Barbara came in over budget. The City of Goleta and the County are budget numbers. Co-Op Advertising revenue was over budget for the month, YTD remains under budget. Employee Costs were over budget due to hourly wage employee schedules, the annual state unemployment tax and the increased health insurance bill. Professional Fees were over budget in accounting due to the audit bill, and in legal due to fees associated with new employment laws. Program variances were in Collateral Materials due to business card re-fill orders, in Research and Reporting due to the commenced Visitor Profile study, and in Sponsorships due to the SBIFF sponsorship. Travel Trade missions was over budget due to the Visit California CEO mission to India. TBID Contingency funds were spent on TBID renewal expenses. Visual Assets is high and it is being monitored to end the year within budget. Dan presented the balance sheet and the profit & loss report to the committee.

Tom Patton called for a motion to approve the January 2020 VSB financials; Warren Nocon moved to approve; Skip Abed seconded; and the motion was passed unanimously.

SANTA BARBARA

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7. Approval of the January 2020 TBID Financial Reports

January 2020 VSB and TBID Financials were presented and approved as a single item. Financials will be presented as one item moving forward. A TBID financial report will be presented on a quarterly basis.

Tom Patton called for a motion to approve the January 2020 TBID financials; Warren Nocon moved to approve; Skip Abed seconded; and the motion was passed unanimously.

8. FY 2018/2019 Audit

Travis J. Wilson and Andrew J. Tricerri, CPA's with MacFarlane Faletti & Co., LLP welcomed comments and questions as Travis presented a full draft of the FY 2018/2019 Audit to the Executive Committee. Travis walked the committee members through the Independent Auditor's Report and Financial Statements as well as the representation, management and governance letters attached. It was noted that Dan Glaeser will present the FY 18/19 audit and letters to the board for their approval at the following board meeting.

9. Coronavirus (COVID-19) Update

Kathy Janega-Dykes shared that she's actively monitoring the recommendations of CDC, the President, the State Governor, and the County and City recommendations. Kathy shared that she has reached out to counter parts to see what they are doing and she received input from the EC members on what they are doing within their establishments. Kathy shared what Visit Santa Barbara is doing as an organization adding that we are actively conducting an audit of staff's capabilities to work remotely. She shared that she sent an email to staff regarding hygiene and VSB's contingency plan. As a result of COVID-19, VSB has postponed hiring any additional staff and representation. Kathy shared that it is her goal is to retain her staff through this epidemic and the committee supported her efforts. Kathy shared that as of last week, she has begun to send out weekly bulletins via email to VSB's membership and stakeholders. Kathy will remain available to media outlets, city and county officials and local organizations.

10. Annual Employee Survey Update

Kathy Janega-Dykes shared that the employee surveys were conducted adding that the results will be presented in April.

11. Advisory Nominating Committee Update

Warren Nocon shared that the Advisory Nominating Committee met on Friday and he provided an update on the considerations that were presented and agreed upon by the committee to pursue.

12. Upcoming Events

Kathy Janega-Dykes announced the upcoming events listed on the agenda and noted the events that have been cancelled and the events pending possible cancellation as a result of COVID-19.

13. President's Report

n/a.

14. Other Business

n/a.

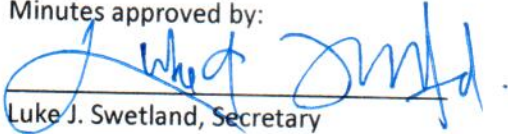
15. Adjourn

With no other business, the meeting adjourned at 9:54a.m.

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Minutes approved by:



Luke J. Swetland, Secretary
Visit Santa Barbara

May 10, 2020
Date