

SANTA BARBARA

THE AMERICAN RIVIERA®

Special Telephonic Executive Committee Meeting

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

Call-in Number: (805) 334-5852

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* Tom Patton
2. Antitrust Compliance Tom Patton
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 Tom Patton
Recommended Action: Approve Agenda as presented. *-Roll Call*
5. Approval of Minutes of March 12, 2020 Meeting Tom Patton
Recommended Action: Approve Minutes as presented. *-Roll Call*
6. Approval of February 2020 Financial Reports Dan Glaeser
Recommended Action: Approve February 2020 Financial Reports as presented. *-Roll Call*

Discussion Items

7. 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.
8. Board Nomination Process Warren Nocon
Recommended Action: Review the proposed Board of Directors slate for FY 20/21 prior to presenting the proposed slate to the Board for approval.
9. 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.
10. Good of the Order Tom Patton
Recommended Action: This portion of the meeting is reserved for the Executive Committee to make recommendations for future Executive Committee agenda items.
11. Adjourn

Next Board Meeting: THURSDAY, 4/16/2020 at 8:30am **Next EC Meeting:** THURSDAY, 5/14/2020 at 8:00am

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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, April 9, 2020

Attending: Tom Patton, Dan Glaeser, Skip Abed, Luke Swetland, Barry Dorsey, Warren Nocon
Absent: N/A
Staff: Kathy Janega-Dykes, Janet Ames, Angelica Ramirez
Location: UberConference Call, Call-in Number: (805) 334-5852

1. Call to Order

Tom Patton called the Executive Committee meeting to order at 8:01 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 April 9, 2020 Executive Committee meeting; Dan Glaeser moved to approve; Luke Swetland seconded; and the motion was passed unanimously.

5. Approval of Minutes of March 12, 2020 Meeting

Tom Patton called for a motion to approve the minutes of the March 12, 2020 Executive Committee meeting; Barry Dorsey moved to approve; Luke Swetland seconded; and the motion was passed unanimously.

6. Approval of the February 2020 VSB Financial Reports

TBID revenue is still being reported, City of SB was under budget by 3%. Co-op advertising will be under for the rest of the year with refunds being issued for 4th quarter. Operations have some savings due to timing of the Audit bill and reduced common area fees for the rent. Programs had a few variances; Sponsorships were under budget, but on target for YTD, Travel Trade FAM tours were under for the month, but over for YTD. Visual Assets are over budget due to the new production: Like a Local. Overall, staff is monitoring budgets closely, YTD totals are favorable to budget.

Tom Patton called for a motion to approve the February 2020 VSB financials; Barry Dorsey moved to approve; Warren Nocon seconded; and the motion was passed unanimously.

7. COVID-19 Impact

Kathy Janega-Dykes discussed the impact to the Santa Barbara hospitality industry, the next steps for Visit Santa Barbara and review of Visit Santa Barbara's funding opportunities. Visit Santa Barbara has pivoted in response to the COVID 19 pandemic and shifted focus to the local community's needs by deploying resources to support local business and amplify their efforts. VSB's social media channels has particularly been gaining a lot of attention, highlighting tactful business offerings such as curb-side, delivery, online shopping portals, and virtual tours that everyone who is sheltering in place can enjoy. Kathy noted that VSB is also seeking additional funding sources and applied for the EIDL Loan and are in discussion with the City of Santa Barbara in regards to their annual contract.

8. Board Nomination Process

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Warren Nocon reviewed the proposed Board of Directors slate for FY 20/21 prior to presenting the proposed slate to the Board for approval. He noted that the proposed FY 20/21 Board of Directors Slate includes Mitchell Sjerven (Bouchon Restaurant), Dean Noble (Elings Park), Steve Windhager (Santa Barbara Botanic Garden), Greg Gorga (Santa Barbara Maritime Museum), and Kyle Oliver (Sandpiper Golf Course).

9. President's Report

Kathy Janega-Dykes reported she will serve as a panelist at the UCSB Forecast Project webinar. She also noted that Visit Santa Barbara staff is currently focusing on future recovery efforts.

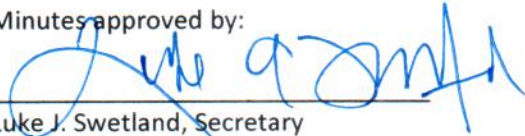
10. Good of the Order

Warren Nocon reported Hotel Californian is looking into methods to light up a portion of their hotel's exterior with purple lights, in concurrence with a national symbol to show respect and appreciation to the industry, and honor hospitality workers who have been laid off, furloughed and those still working, many with limited hours and pay.

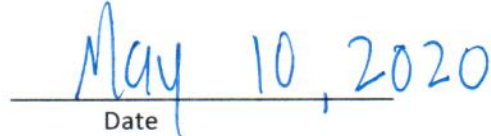
11. Adjourn

With no other business, the meeting adjourned at 8:43a.m.

Minutes approved by:



Luke J. Swetland, Secretary
Visit Santa Barbara



Date