

# SANTA BARBARA

## THE AMERICAN RIVIERA®

### Executive Committee Video Meeting

Thursday, May 14, 2020 from 8:00am - 9:00am

Zoom Meeting ID: 956 9393 9773

#### 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 April 9, 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*

##### Discussion Items

7. VSB Staff Survey Results Tom Patton  
Recommended Action: Discuss the results and findings for the Visit Santa Barbara staff survey as presented by the Coraggio Group.
8. TBID Chair and Vice Chair Recommendations Tom Patton  
Recommended Action: Review proposed TBID Chair and Vice Chair recommendations for Board of Directors slate for FY 20/21 prior to presenting the proposed slate to the Board for approval.
9. Projected 18 Month and 24 Month Cash Flow Dan Glaeser  
Recommended Action: Review cash flow projections based on a 18 or 24 month period.
10. 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.
11. Goleta and Santa Barbara Chamber of Commerce Merger Tom Patton  
Recommended Action: Discuss the merge of the Goleta Chamber of Commerce and the Santa Barbara Chamber of Commerce.
12. 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.

# SANTA BARBARA

## THE AMERICAN RIVIERA®

13. 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.

14. Adjourn

**Next Board Meeting:** THURSDAY, 5/21/2020 at 8:30am    **Next EC Meeting:** THURSDAY, 6/11/2020 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 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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# SANTA BARBARA

## THE AMERICAN RIVIERA®

### Meeting Minutes FY 2019-2020 Executive Committee Thursday, May 14, 2020

Attending: Tom Patton, Dan Glaeser, Skip Abed, Luke Swetland, Warren Nocon  
Absent: Barry Dorsey  
Staff: Kathy Janega-Dykes, Janet Ames, Shantel Rowe  
Location: Zoom Meeting ID: 956 9393 9773

#### 1. Call to Order

Tom Patton called the Executive Committee meeting to order at 8:02a.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 May 14, 2020 Executive Committee meeting; Dan Glaeser moved to approve; Warren Nocon seconded; and the motion was passed unanimously.

#### 5. Approval of Minutes of April 9, 2020 Meeting

Tom Patton called for a motion to approve the minutes of the April 9, 2020 Executive Committee meeting; Luke Swetland moved to approve; Warren Nocon seconded; and the motion was passed unanimously.

#### 6. Approval of the March 2020 VSB Financial Reports

Dan Glaeser reviewed the income statement and balance sheet for March 2020. He noted that compared to last year, cash, assets, receivables as well as prepaids are down. There was a \$300k change in net income from budgeted to actuals. A significant drop-off towards end of March occurred due to the COVID-19 Pandemic. Dan acknowledged that the team has done a great job in cost management and expense control. However, reports showed there was a net loss of \$213k for the month. Janet noted that going forward, reports will keep the budgeted amounts from the original budget from the beginning of FY, and for any projections from City or County will reflect what we think will be acquired, which will be less than the budget.

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

#### 7. VSB Staff Survey Results COVID-19 Impact

Tom Patton reviewed the results and key themes from the Visit Santa Barbara Coraggio Staff Survey. He noted he was pleased that there were more positive results and comments compared to last year. It was noted that there was a significantly positive change in culture and leadership. Areas of improvement and opportunity for change include the relationship with the third-party HR company and staff requests for flexibility with work schedules. Kathy Janega-Dykes noted that changes with the HR account manager will wait until business returns closer to normal and the result she was most surprised by was the presence of clichés. She also noted that this year there was better strategic focus with the Strategic Plan in place. Kathy also asked guidance from the Executive Team on how to move forward with staff requests for flexible hours and working remote after Statewide guidelines allow the team to return to the office. Skip Abed noted he was not in favor of the VSB

# SANTA BARBARA

## THE AMERICAN RIVIERA®

team working from home and the team being in the office better suites the dynamic of the company. Tom suggested that some roles might make sense to be able to work from home, but there is a greater advantage for the team to all be in one place.

### **8. Recommendations for TBID Chair and Vice Chair for FY 2020/2021**

Tom Patton discussed the recommendations for Barry Dorsey as TBID Chair and Aaron Ide for Vice Chair for FY 2020/2021. A motion to approve will take place during the next Board Meeting.

### **9. Projected 18 Month and 24 Month Cash Flow**

Dan Glaeser reviewed the 18-Month and 24-Month projected cash flow, which he noted was a conservative cash flow forecast. Kathy Janega-Dykes stated that adjustments will be made when there are known changes of income, and noted we may see a decrease of 5-10% funding from the city, which is reflected in the projected cash flow.

On the revenue side, there may be modifications with the membership model, and it was noted projected collection of membership dues are listed in February instead of the beginning of the fiscal year. Kathy also noted that these projections don't take into account employee paycheck cuts, or sales and PR events, or even include the use of reserves or line of credit available. Dan added that it also doesn't incorporate any potential loans. Kathy also noted that we are still waiting to get a response from EIDL loan, although we did receive the \$10k initial grant. VSB also applied for a term from the American Riviera Bank. Kathy noted that we will provide quarterly budgets and business plans.

### **10. City Business Advisory Task Force and County Reopening Process**

Tom Patton discussed the City Business Advisory Task Force and County reopening process. In regards to restaurants, there were a lot of conversations with the City and County to utilize existing exterior spaces to expand dining areas. This includes closing off State Street, and other practices to allow those businesses not on State Street to benefit as well. The City Business Advisory Task Forces are operating with the plan to put guidelines in effect starting Memorial Day weekend.

Kathy Janega-Dykes provided additional background to the County's reopening process which was led by the Reach organization. There were multiple task forces divided by business sector and region. Each task force created guidelines which will be presented to panel including the Santa Barbara County Health Officials for review, and then be submitted to County Supervisors for consideration.

Kathy acknowledged how flexible and responsible the City Business Advisory Task Force has been to reimagine Santa Barbara and create new opportunities for businesses during this time. Kathy also mentioned that many historic buildings including the Santa Barbara Museum of Natural History Sea Center, Arlington Theater Tower, Lobero Theater, and Mission Tower will be lit up in blue starting today in support of healthcare and essential workers.

### **11. Goleta and Santa Barbara Chamber of Commerce Merger**

Tom Patton discussed the merge of the Goleta and Santa Barbara Chamber of Commerce. He noted that there are a lot of overlaps between the two Chamber of Commerce groups but there is still a lot to determine.

### **12. President's Report**

Kathy Janega-Dykes requested advice on how to move forward with the Visit Santa Barbara membership model. Normally, members would begin receiving invoices at this time for membership renewal starting in July. With the current financial status of businesses in the community, it is suggested that this model be

# SANTA BARBARA

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changed. It was discussed that members would instead be presented with various options, including paying in full at the beginning of the fiscal year, a payment plan that allows the full payment to be made within 3 or 6 months, or opting out of membership.

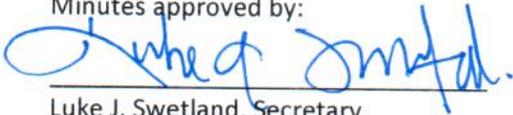
**13. Other Business**

N/A

**14. Adjourn**

With no other business, the meeting adjourned at 9:01 a.m.

Minutes approved by:



Luke J. Swetland, Secretary  
Visit Santa Barbara

11 JUNE 2020

Date