

SANTA BARBARA

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South Coast Tourism Business Improvement District Committee Meeting, Q2 2019-2020

Tuesday, January 21, 2020 from 8:30 am - 10:00 am

Location: Visit Santa Barbara, 500 East Montecito Street, Santa Barbara, CA 93101

AGENDA

Welcome and Introductions Program Update

Barry Dorsey
VSB Staff

Action Items

- | | |
|---|-----------------------|
| 1. Call to Order | Barry Dorsey |
| 2. Antitrust Compliance | Barry Dorsey |
| 3. Public Comment (3 minutes per member of the public) | Members of the Public |
| 4. Approval of January 21, 2020 Agenda | Barry Dorsey |
| 5. Approval of December 5, 2019 Meeting Minutes | Barry Dorsey |
| 6. Approval of October and November Q2 2019-2020 TBID Financials | Janet Ames |
| 7. Approval of the Budget Recommendations | Barry Dorsey |
| 8. Appointment of Andrew Firestone of StonePark Capital to a City of Santa Barbara Committee Seat (2019-2022) | Barry Dorsey |

Discussion Items

- | | |
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| 9. Business Climate Discussion | Barry Dorsey |
| 10. Research Update | James Minton |
| 11. Upcoming Events: | Kathy Janega-Dykes |
| • Sales Advisory Meeting: 2/7 | |
| • Lunch & Learn: 1/28 and 1/30: Strategic Planning- Understanding STR Data, 2/26: Working with Influencers | |
| • I Am SB: 2/10, 3/10, 4/15 | |
| • AGM & Tourism Celebration, Coral Casino at Four Seasons Resort, The Biltmore Santa Barbara, 5/14 | |
| 12. Other Business | Kathy Janega-Dykes |
| 13. Adjourn | Barry Dorsey |

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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.*

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 South Coast Tourism Business Improvement District Committee Meeting Thursday, January 21, 2020 8:30 am – 10:00 am

Attending: Barry Dorsey, Debbie Neer, Harvey Robbins, Paul Bullock, Aaron Ide, Ben Thiele, Tom Patton, Chris Inman, Greg Broussard, Robert Dixon, Dominique Samario, Millie Matz, Colleen Huther, Janet Judd, Warren Nocon

Absent: N/A

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

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

1. Call to Order

Barry Dorsey called the TBID Committee meeting to order at 8:32 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

Barry Dorsey called for a motion to approve the agenda of the January 21, 2020 TBID meeting; Tom Patton moved to approve; Chris Inman seconded; and the motion was passed unanimously.

5. Approval of Minutes of the December 5, 2019 TBID Committee meeting

Barry Dorsey called for a motion to approve the minutes for the December 5, 2019 TBID Committee meeting; Paul Bullock moved to approve; Harvey Robbins seconded; and the motion was passed unanimously.

6. Approval of October and November Q2 2019-2020 TBID Financial Reports

Janet Ames reported that TBID revenue for October and November came in over budget by almost 3%. Employee expenses are over for the period due to retroactive increase and total Employee expenses are under YTD. Legal fees are over budget due to trademark issues and guidance for contractor classifications. Program expenses show some variability, most lines are tracking to the YTD budgets. All departments were very busy during this fall period, staff is monitoring their budgets closely. We end the 2 month period very close to budget.

Barry Dorsey called for a motion to approve the October and November Q2 2019-2020 TBID financials; Tom Patton moved to approve; Greg Broussard seconded; and the motion was passed unanimously.

7. Approval of Budget Recommendations

Barry Dorsey presented the revised TBID Budget, February through June 2020, for consideration.

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Budget reflects new assessment rates that will be effective February 1, 2020.

Barry Dorsey called for a motion to approve the Budget Recommendations; Aaron Ide moved to approve; Tom Patton seconded; and the motion was passed unanimously.

8. Appointment of Andrew Firestone of StonePark Capital to a City of Santa Barbara Committee Seat (2019-2022)

Barry Dorsey called for a motion to approve the appointment of Andrew Firestone; Chris Inman moved to approve; Ben Thiele seconded; and the motion was passed unanimously.

9. Appointment of Robert Dixon of Super 8 By Wyndham Santa Barbara/ Goleta to the Tier One Committee Seat (2017-2020)

Barry Dorsey called for a motion to approve the appointment of Robert Dixon; Tom Patton moved to approve; Aaron Ide seconded; and the motion was passed unanimously.

10. Business Climate Discussion

Barry Dorsey asked for updates on the lodging industry business climate.

11. Research Update

James Minton discussed the 2020 Visitor Profile and Economic Impact Study. For this project, quarterly interviews will be conducted with visitors throughout the community, with findings aggregated with surveys distributed by area hotels. Key insights will include the size and demographics of the visitor population, levels of activity and economic impact. The final report is expected in early 2021, with interim summary reports provided quarterly. This study was last fielded in 2016/2017 using the same contractor and similar methodology.

12. Upcoming Events

Kathy Janega-Dykes read off the upcoming dates for VSB's Lunch & Learn and I Am SB membership sessions and reminded the members of the committee that these sessions are free of charge. Kathy also mentioned the upcoming Annual General Meeting & Tourism Celebration which will be held at the Coral Casino at Four Seasons Resort.

13. Other Business

Kathy Janega-Dykes pointed out that in the meeting materials was the Santa Barbara South Coast TBID Hotel Performance Dashboard- November 2019 Preliminary report for members to retain for their reference. Kathy reminded the committee that James Minton is always available to answer any questions with respect to the report.

14. Adjourn

With no other business, the meeting adjourned at 10:05 a.m.