

SANTA BARBARA

THE AMERICAN RIVIERA®

Board of Directors Meeting

Thursday, November 19, 2020 8:30am – 9:30am

Zoom Meeting ID: 964 4250 6912

Zoom Passcode: VSB2020

AGENDA

Guest Speaker: Erin Francis-Cummings, President & CEO, Destination Analysts

With the change in seasons, and frustrating trajectory of COVID-19 transmission, Erin will interpret the current perceptions of American travelers. Discussion will include recent insights that apply to smaller coastal communities, such as Santa Barbara.

Action Items

1. Call to Order- *Roll Call* Warren Nocon
2. Antitrust Compliance Warren Nocon
3. Public Comment- Including items on the agenda and not on the agenda
(3 minutes per member of the public) Members of the Public
4. Approval of Agenda Warren Nocon
Recommended Action: Approve Agenda as presented. -*Roll Call*
5. Approval of Minutes of October 15, 2020 Meeting Warren Nocon
Recommended Action: Approve Minutes as presented. -*Roll Call*
6. Approval of September 2020 Financial Reports Dan Glaeser
Recommended Action: Approve September 2020 Financial Reports as presented. -*Roll Cal*
7. Economic Revitalization Proposal Warren Nocon
Recommended Action: Hear and review presentation by Amy Cooper and Keith Higbee of Strategy Growth & Ventures and consider approval of \$25,000 funding. The initiative is set to revitalize and repopulate Santa Barbara's downtown business district with the goal of enhancing the overall economic health of the region. -*Roll Call*

Discussion Items

8. CEO Expenditure Allowance Warren Nocon
Recommended Action: Discuss CEO's authority for spending limits outside of the budget.
9. Wedding and Contained Group Discussion with County Officials Update Warren Nocon
Recommended Action: Provide update on meeting with County Officials regarding weddings in Santa Barbara.
10. Community Reports
Recommended Action: This portion of the meeting is reserved for each entity listed below to provide a brief update.
 - Marketing Committee Dr. Robin Gose
 - Santa Barbara South Coast Chamber Hospitality Committee Tom Patton
 - Santa Barbara South Coast Chamber of Commerce Kristen Miller
 - City of Santa Barbara Councilmember Gutierrez
 - Santa Barbara Airport Deanna Zachrisson

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11. 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.
12. Good of the Orders Warren Nocon
Recommended Action: This portion of the meeting is reserved for the Board of Directors to make recommendations for future board meeting agenda items.
13. Adjourn

Next Board Meeting: THURSDAY, 12/17/2020 8:30am – 9:30am **Location:** Virtual - Zoom

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 Shantel Rowe 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

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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- Dr. Robin Gose, Chair

Sales Advisory Committee- Chris Inman, Chair