

SANTA BARBARA

THE AMERICAN RIVIERA®

Board of Directors Meeting
Thursday, September 17, 2020 8:30am - 9:30am
Zoom Meeting ID: 966 9752 1481

AGENDA

Guest Speaker: Jason Harris, Economic Development Manager, City of 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 July 16, 2020 Meeting Warren Nocon
Recommended Action: Approve Minutes as presented. *-Roll Call*
6. Approval of June 2020 Financial Reports Dan Glaeser
Recommended Action: Approve June 2020 Financial Reports as presented. *-Roll Call*
7. Approval of July 2020 Financial Reports Dan Glaeser
Recommended Action: Approve July 2020 Financial Reports as presented. *-Roll Call*
8. Approval of Visit Santa Barbara October through December Business Plan James Minton
Recommended Action: Present and review the Visit Santa Barbara Quarterly Business Plan. To be discussed and considered for approval. *-Roll Call*
9. Approval of Q2 FY 2020-2021 Budget Dan Glaser
Recommended Action: Approve Q2 FY 2020-2021 Budget for October through December. *-Roll Call*
10. TBID Contingency Warren Nocon
Recommended Action: Authorize Visit Santa Barbara staff to utilize TBID Contingency of \$37,500 for programming in Q2. *- Roll Call*
11. Authorized Signers on Bank Accounts Janet Ames
Recommended Action: Approve adding Warren Nocon as a signer for American Riviera Bank and approve Warren Nocon and Luke Swetland as signers for Montecito Bank & Trust. *- Roll Call*

Discussion Items

12. Hospitality Heroes Spirit of Service Winner Warren Nocon
Recommended Action: Acknowledge Tom Patton of the Ramada Santa Barbara for being the recipient of the Visit Santa Barbara Hospitality Heroes Spirit of Service winner.
13. Community Reports
Recommended Action: This portion of the meeting is reserved for each entity listed below to provide a brief update.

SANTA BARBARA

THE AMERICAN RIVIERA®

- Marketing Committee
- Hospitality Santa Barbara
- City of Santa Barbara
- Santa Barbara South Coast Chamber of Commerce
- Santa Barbara Airport

Robin Gose
Tom Patton
Councilmember Gutierrez
Kristen Miller
Deanna Zachrisson
Kathy Janega-Dykes

14. President's Report

Recommended Action: The President/ CEO will provide updates on Visit Santa Barbara's Operations and Marketing items that are not included on the agenda.

15. Good of the Orders

Recommended Action: This portion of the meeting is reserved for the Board of Directors to make recommendations for future board meeting agenda items.

Warren Nocon

16. Adjourn

Next Board Meeting: THURSDAY, 10/15/2020 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.*

SANTA BARBARA

THE AMERICAN RIVIERA®

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

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

SANTA BARBARA

THE AMERICAN RIVIERA®

Meeting Minutes FY 2020- 2021 Board of Directors Meeting Thursday, September 17, 2020

Attending: Andrew Firestone, Barry Dorsey, Chris Inman, Dan Glaeser, Dean Noble, Dr. Robin Gose, Greg Gorga, Katie Grassini, Kyle Oliver, Luke Swetland, Michael Cohen, Mitchell Sjerven, Sarah York Rubin, Steven Janicek, Steve Windhager, Terri Bowman, Tom Patton, Warren Nocon, Deanna Zachrisson

Absent: Aaron Ide, Kristen Weidemann, Councilman Oscar Gutierrez

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

Location: Zoom Meeting ID: 966 9752 1481

Guest Speaker: Jason Harris, Economic Development Manager, City of Santa Barbara

Jason Harris provided an overview of what the City of Santa Barbara is currently working on, specifically related to the visitor industry. He provided a background on the City's initial efforts to respond to the pandemic and noted how responsive the City was from the very beginning of the pandemic with actions, such as closing State Street to vehicular traffic. City Council took initiative where they could provide immediate relief as well as provided robust communication to the community. Jason stated they are looking to upgrade the look of State Street's outdoor services, as well as add enhancements and more controlled measures for bicyclists. Two sub-committees were established to focus on State Street and a Land Development Team. The City established grant partnerships with Santa Barbara Foundation in partnership with Deckers Corporation who is matching the \$50,000 grant amount, to support small business and reopening efforts. Jason noted that despite significant budget reductions, the City is still providing critical infrastructure for the city. He noted a new bike share program is being developed, which would include around 500 bikes docked throughout Santa Barbara available for rent. The State Street undercrossing will also be upgraded with widened pedestrian and bike paths, and artist elements. Construction will begin next year and be open in 2022.

Andrew Firestone recommended a guide be created in collaboration with the City and Visit Santa Barbara which would illustrate steps on how best to keep State Street open and safe. Andrew also recommended the City better forecast changes in guidelines so that businesses are able to proactively prepare for these changes. Jason stated that the website provides guidelines for outdoor spaces on State Street and these will be updated soon to accommodate for winter conditions. In regards to public health guidelines, Jason explained that these are set by the state, and the county matches these guidelines, but unfortunately, the City does not control these.

1. Call to Order

Warren Nocon called the meeting to order at 8:31am.

2. Antitrust Compliance

It is the policy of Visit Santa Barbara to fully comply with the laws of the United States and the State of California.

3. Public Comment

SANTA BARBARA

THE AMERICAN RIVIERA®

N/A

4. Approval of Agenda

Warren Nocon called for a motion to approve the agenda of the September 17, 2020 Board meeting; Steve Windhager moved to approve; Dan Glaeser seconded; and the motion was passed unanimously.

5. Approval of Minutes of the July 16, 2020 Board Meeting

Warren Nocon called for a motion to approve the minutes of the July 16, 2020 Board meeting; Luke Swetland moved to approve; Sarah York Rubin seconded; the motion was passed unanimously.

6. Approval of the June 2020 VSB Financial Reports

Dan Glaeser reviewed the June 2020 Financial reports. He reported that revenue was down 26% for TBID and 23% for the year. Brand and advertisings increased due to surveys and filming. Overall, net income was below the budget at \$87,000 but still was a profit.

Warren Nocon called for a motion to approve the June 2020 VSB financials; Dr. Robin Gose moved to approve; Michael Cohen seconded; and the motion was passed unanimously.

7. Approval of the July 2020 VSB Financial Reports

Dan Glaeser reviewed the July 2020 Financial reports. He noted that the revenue numbers are not yet finalized but based on projections. Net income was \$52,000 and also above budget.

Warren Nocon called for a motion to approve the July 2020 VSB financials; Barry Dorsey moved to approve; Stephen Janicek seconded; and the motion was passed unanimously.

8. Approval of Visit Santa Barbara October through December Business Plan

James Minton shared highlights from the Visit Santa Barbara October through December Business Plan. He noted that the plan includes everything listed in the previous quarter business plan, with additional actions included as well, in order to get more exposure into the market. The goal is as soon as we receive more income, we use it for additional marketing immediately. With additional resources and watching our ad performances, we've been very aggressive to expand our markets as reasonably as possible. In September, we added markets in Las Vegas and Phoenix, and plan to eventually expand to Denver, Seattle, and Portland. James explained the benefits of digital advertising, using the examples that we were able increase marketing in the Central Valley during the heat wave to push travelers to Santa Barbara, and we were able to pause advertising momentarily during the Northern California fires. The plan also incorporates fresh ad creative for new photography and videography to capture new outdoor business set ups, diverse models, and more attention to face coverings and social distancing. James also stated that PR, Travel Trade and Group Sales are in a better position to host clients. He noted our Spanish speaking ads that were run in Southern California had higher engagement than English speaking ads and, in some cases, even had lower cost of acquisition.

Warren Nocon called for a motion to approve Visit Santa Barbara October through December Business Plan; Dr. Robin Gose moved to approve; Barry Dorsey seconded; and the motion was passed unanimously.

SANTA BARBARA

THE AMERICAN RIVIERA®

9. **Approval of Q2 FY 2020 – 2021 Budget**

Dan Glaeser shared that there is an increase in advertising, while salaries remain stable. Starting in October, we will begin paying back the landlord the section of the rent that has been deferred. We are forecasting a loss of \$212,000, similar to the same quarter last year. Dan acknowledged the budgets flexibility.

Warren Nocon called for a motion to approve Q2 FY 2020-2021 Budget; Terri Bowman moved to approve; Steve Windhager seconded; and the motion was passed unanimously.

10. **Approval TBID Contingency**

Warren Nocon called for a motion to approve authorization of Visit Santa Barbara to utilize TBID Contingency of \$37,500 for programming in Q2; Michael Cohen moved to approve; Dean Noble seconded; and the motion was passed unanimously.

11. **Approval Authorized Signers on Bank Accounts**

Warren Nocon called for a motion to approve adding Warren Nocon as a signer for American Riviera Bank and approve Warren Nocon and Luke Swetland as signers for Montecito Bank & Trust; Sarah York Rubin moved to approve; Steve Windhager seconded; Dan Glaeser abstained and the motion was passed unanimously.

12. **Hospitality Heroes Spirit of Service Winner**

Warren Nocon acknowledge Tom Patton of the Ramada Santa Barbara for being the recipient of the Visit Santa Barbara Hospitality Heroes Spirit of Service winner.

13. **Community Reports**

- **Marketing Committee**

Dr. Robin Gose shared that the Marketing Committee met in August. Staff provided presentations and recommendations, and committee members provided feedback which was incorporated in the October through December Business Plan.

- **Hospitality Santa Barbara**

Tom Patton announced that Hospitality Santa Barbara officially merged with the Santa Barbara South Coast Chamber of Commerce as a sub-committee. Tom will be the Board Liaison for the Santa Barbara Chamber Board. He also mentioned the California Hotel & Lodging Association Stars of the Industry Event in which you can nominate team members for this award by October 9th for the virtual event occurring on October 19th.

- **City of Santa Barbara**

N/A

- **Santa Barbara South Coast Chamber of Commerce**

Kristen Miller shared that Go Goleta campaign has been paused but they are softly launching the Go In Style campaign under the Goleta brand. She noted that Annmarie Rogers will be retiring at the end of this month after 25 years of being the Director of the Chamber's Visitor Centers. A replacement has been hired for her position. Kristen noted that the State Street Visitor's Center traffic has increased and reports having travelers from Arizona and Texas, although a majority of visitors are young couples and families from Los Angeles. The Garden Street Visitor's Center has been open since Labor Day weekend. Hours are currently limited but 500 E. Montecito Street, Santa Barbara, CA 93103 805.966.9222 www.santabarbaraca.com

SANTA BARBARA

THE AMERICAN RIVIERA®

may expand in October. Kristen also mentioned that there is still hand sanitizer available for pick up at the Visitor Center. Kristen noted that the Economic Development Committee will actively curate and recruit businesses to fill empty storefronts located downtown.

- **Santa Barbara Airport**

Deanna Zachrisson updated that business is slowly improving at Santa Barbara Airport. She reported they are running 25-30% of normal levels, which is consistent with the rest of the nation. Passenger numbers are increasing, and flight capacity is being added back. Deanna stated that new advertising campaign has launched, with the tagline "When you're ready to fly, we're here." Andrew Firestone questioned if there was a location to get updates on what flights are active, and Deanna stated the website has real-time flight data and published schedules. As schedules change, they are posted on the website as well.

14. **President's Report**

Kathy Janega-Dykes acknowledged her appreciation for Annmarie Rogers. She shared that US Travel launched a new initiative called the Let's Go campaign designed to inspire people to travel when they are ready to do so. Kathy shared that although the office is officially closed at this time, we have prepared a reopening office guideline document that was shared with the staff. This document highlights safety procedures and guidelines for staff members who utilize the office for minimal amounts of time in order to perform tasks that are not otherwise possible while working remote. This document was reviewed and approved by our HR agency, YPP. Kathy mentioned that Convention Center Coalition has drafted a proposal to share with the Governor to lobby for group business. She stated that the County is encouraging more people to get tested to improve our percentage rates, showing we have more negative results, in hopes that we can move to the next stage. Warren Nocon suggested gifting a hospitality gift basket for Annmarie to show our appreciation. Many committee members agreed to contribute to this gift.

Andrew Firestone requested to have a County Health representative and Jason Harris together on a call. Kathy stated we would reach out to Nancy Anderson to speak at the next Board meeting and can invite Jason again as well. Mitchell Sjerven proposed we ask for an alternative representative from the City in place of Councilmember Gutierrez if it seems he has a time conflict for our Board meetings. Kathy will look into who would be Councilmember Gutierrez's alternate.

15. **Other business**

N/A

16. **Adjourn**

With no other business, the meeting was adjourned at 9:48am.

Minutes approved by:

Luke J. Swetland, Secretary

Visit Santa Barbara Board of Directors

Date OCT 15, 2020