

SANTA BARBARA

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Board of Directors Meeting

Thursday, October 15, 2020 8:30am – 9:30am

Zoom Meeting ID: 968 9324 3952

Zoom Passcode: VSB2020

AGENDA

Guest Speakers: Nancy Anderson, Assistant County Executive Officer, County of Santa Barbara
Van Do-Reynoso, MPH, PhD, Director, Public Health Department

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 September 17, 2020 Meeting Warren Nocon
Recommended Action: Approve Minutes as presented. -*Roll Call*
6. Approval of August 2020 Financial Reports Dan Glaeser
Recommended Action: Approve August 2020 Financial Reports as presented. -*Roll Cal*
7. December Executive Committee and Board Meetings Warren Nocon
Recommended Action: Approve hosting Executive Committee and Board meetings in December. -*Roll Call*
8. Economic Revitalization Proposal Warren Nocon
Recommended Action: Approve \$25,000 funding of Strategy Growth & Ventures proposal. 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

9. Lodging Industry Performance Report James Minton
Recommended Action: Discuss the lodging industry performance report.
10. Small Group Business Update Warren Nocon
Recommended Action: Share updates on small group business in Santa Barbara.
11. Homeless Encampments Kathy Janega-Dykes
Recommended Action: Discuss communication between Visit Santa Barbara and City of Santa Barbara on homeless encampments.
12. Community Reports
Recommended Action: This portion of the meeting is reserved for each entity listed below to provide a brief update.
 - Santa Barbara South Coast Chamber Hospitality Committee Tom Patton
 - City of Santa Barbara Councilmember Gutierrez
 - Santa Barbara South Coast Chamber of Commerce Kristen Miller

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- Santa Barbara Airport
13. President's Report Deanna Zachrisson
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.
14. 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.
15. Upcoming Events
- Visioning the Future of Downtown State Street: Tuesday, October 27th at 8:00 am
16. Adjourn

Next Board Meeting: THURSDAY, 11/19/2020 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

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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

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Meeting Minutes FY 2020- 2021 Board of Directors Meeting Thursday, October 15, 2020

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

Absent: Kristen Miller

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

Location: Zoom Meeting ID: 968 9324 3952

Guest Speakers: Nancy Anderson, Assistant County Executive Officer, County of Santa Barbara & Dr. Van Do-Reynoso, MPH, PhD, Director, Public Health Department

Dr. Van Do-Reynoso shared with the Board that Santa Barbara County is in the Tier 2 Red with potential to move into the Tier 3 Orange within the next couple of weeks. The State has recently issued more relaxed restrictions on private gatherings, allowing up to three households to gather outside with social distancing, masks and for less than 2-hours; however, Santa Barbara County is continuing to prohibit gatherings for the next two weeks in hopes to keep the numbers down and allow us to move into Tier 2 Red. Dr. Do-Reynoso shared that there is fear and concern from the community regarding testing, isolation and quarantining. To resolve this, the Public Health Department is utilizing trusted community partners and working with these partners to create a unified voice throughout the community. She also shared that they will be re-opening the County Sponsored Community Testing Center in Lompoc at the Health Care Center. Nancy shared the State's matrix which describes the various tiers and guidelines for each business sector in each tier. She believes that it is relatively easy to understand and a great way for businesses to be able to prepare for guideline changes as the county gets closer to moving into a different tier. Nancy showed the State's webpage for a Blueprint for a Safer Economy which allows people to search the current status for specific Counties and/or Activities. Nancy also shared that currently 4,547 businesses have completed reopening self-certification in the county.

Andrew Firestone explained the value of businesses in the community understanding what the future looks like in order to prepare and manage employees, budget, etc. He expressed confusion and frustration over the fact that there have been three different metrics employed to determine restrictions on business sectors and requested open lines of communication so an optimum partnership can be formed between businesses and the county.

Dr. Do-Reynoso explained that they gave lots of push back to Sacramento in regards to the new measurements. She agreed to an open line of communication and expressed appreciation in the interest in good partnerships with businesses. Dr. Do-Reynoso stated that during their weekly Board Meeting, updates are provided on projected changes. She provided a link to view their Board Meetings. She also stated that she and Nancy could be available to speak at future Visit Santa Barbara Board Meetings as well. Kathy Janega-Dykes acknowledged Nancy for being proactive with communicating updates and future changes.

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Andrew then explained that significant modifications need to be made by businesses when transitioning between tiers and as an example, questioned the need to scale back with resources as we get closer to Flu Season and with the concern that it would have a negative effect on our numbers causing us to move back to Tier 1 Purple. Dr. Do-Reynoso responded saying that the tiered reopening structure allows us to see our progress and therefore be able to notice if we are heading toward Tier 1 Purple. She said if this is the case, she will share this information so businesses are aware ahead of time.

Sarah York Rubin questioned the status of the performing arts sector as this sector has not been addressed or acknowledged since March, and many businesses are considered closing especially with not know when they will be allowed to be open for business again. Dr. Do-Reynoso explained that she has been bringing up performing arts to the State repeatedly during their weekly calls and unfortunately, in Tier 1 Purple and Tier 2 Red it is not allowed but there is potential in Tier 3 Orange.

James Minton asked whether the local contact tracing is sophisticated enough to know if our industry contributes to outbreaks or would we know if travelers are causing a concern. Dr. Do-Reynoso stated she is very confident in the contact tracing system, which allows communication between different counties through a designated database. She stated the only caveat is how much COVID-positive individuals share regarding their activity during their infected period. Dr. Do-Reynoso also noted that data indicates that cases as a result from travel is insignificant in our community.

Michael Cohen complimented the County on how proactive they were in assisting his business sector to open, and advocated the encouragement of increased testing through the available free testing drives in order to help positively affect metrics in our favor. Dr. Do-Reynoso agreed and stated that they are committed to high a number of testing and noted that it also helps capture asymptomatic individuals.

Aaron Ide discussed weddings and events and suggested it would be preferred if the County provide an idea of when these would be allowed to eliminate the difficulties of uncertainty. Dr. Do-Reynoso stated she would work with her team and consult with the State with what they anticipate 6 months out in regards to gatherings. Aaron also questioned the difference between events such as wedding receptions being hosted in a banquet room or outside, which isn't currently allowed, versus people sitting in a restaurant, which is allowed currently with certain modifications. Dr. Do-Reynoso stated she would discuss this with the State during their meeting.

Mitchell Sjerven questioned the state of the mental health of people in Santa Barbara and Dr. Do-Reynoso said she doesn't have data regarding this at this time but could have this available at a future meeting.

Dean Noble suggested forming, and volunteered to be a part of, a sub-committee to discuss wedding receptions. He also provided an idea of innovative practices such a pre-register guests and verifying negative test results prior to hosting the wedding. Dr. Do-Reynoso eagerly agreed the forming of the committee.

1. Call to Order

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

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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

N/A

4. Approval of Agenda

Warren Nocon called for a motion to approve the agenda of the October 15, 2020 Board meeting; Dan Glaeser moved to approve; Steve Windhager seconded; and the motion was passed unanimously.

5. Approval of Minutes of the September 17, 2020 Board Meeting

Warren Nocon called for a motion to approve the minutes of the September 17, 2020 Board meeting; Luke Swetland moved to approve; Sarah York Rubin seconded; the motion was passed unanimously.

6. Approval of the August 2020 VSB Financial Reports

Dan Glaeser reviewed the August 2020 Financial reports. Revenue was 32% above budgeted. Net income was \$95k for the month. Dan also noted that there is \$600k available in loans and he is confident that all of our conveyance are in compliance.

Warren Nocon called for a motion to approve the August 2020 VSB financials; Barry Dorsey moved to approve; Steve Windhager seconded; and the motion was passed unanimously.

7. Approval of December Executive Committee and Board Meetings

Warren Nocon noted that traditionally Visit Santa Barbara is dark in December; however, we are proposing to host a December Executive Committee and Board Meeting so we are able to review and approve the Q2 budget.

Warren Nocon called for a motion to approve scheduling December Executive Committee and Board Meetings; Steve Windhager moved to approve; Mitchell Sjerven seconded; and the motion was passed unanimously.

8. Approval of Economic Revitalization Proposal

Warren Nocon noted that an abbreviated version of the Strategy Growth & Venture's proposal was included in the meeting materials packet for the Board's review. The proposal is for \$25,000 to fund an economic revitalization initiative in downtown Santa Barbara. Warren noted that they have already secured funding of equal amounts from three other sources. Kathy Janega-Dykes noted that prior to COVID, the Board was in support of funding this initiative for around \$75,000. Kathy also noted this initiative supports the downtown retail study showing that there needs to be active recruitment of businesses. Mitchell Sjerven questioned if this was currently the right environment to move forward with this project with his understanding that there aren't many prospect tenants at this time. Kathy responded that the timing is favorable due to changes surrounding the State Street Promenade and also noted that the Santa Barbara South Coast Chamber has taken on the

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role of raising additional funds to sustain the continuation of this project. Kristen Weidemann shared that retail leasing is happening in Goleta and other areas but downtown Santa Barbara needs help bringing in prospects.

Warren Nocon called for a motion to provide funding of \$25,000 for the Economic Revitalization Proposal; Michael Cohen moved to approve; Kristen Weidemann seconded; Steve Windhager, Andrew Firestone and Chris Inman abstained. Steve Windhager stated he didn't feel he has enough information to vote on this decision and questioned if this was a decision that should be made by the Board or just left to Kathy's discretion as the CEO. Luke Swetland concurred and suggested a discussion during the next Board meeting regarding the process for similar future decisions. Kathy agreed and explained that she is being more cautious at this time due to the unique financial situation we are in due to COVID-19. Warren suggested tabling this approval item until next month's meeting and having Amy Cooper and Keith Higbee share their proposal to the full Board.

It was agreed that this item will be tabled until the November Board Meeting.

9. Lodging Industry Performance Report

James Minton shared a chart displaying the 2019 Occupancy, 2020 Occupancy and 2020 Occupancy Forecast, showing that occupancy has been steadily increasing, and also noted that average daily rate has been increased as well in comparison to last year. However, he also shared that around 2,200 jobs in the hotel sector have been lost in Santa Barbara community as of August.

10. Small Group Business Update

Warren Nocon reported that he, Kathy Janega-Dykes and Tom Patton recently met with Nancy Anderson to discuss small group business in Santa Barbara. One item that was discussed was the notion of having a unified system of protocols when it comes to contained groups, and to be prepared with having these standards in place for when group business is permitted. Warren stated Lynn Mohrfeld of California Hotel & Lodging Association is working on writing new standards and protocols which we will then adjust to be adapted to our own market and push for State and local government to allow small group business. Kathy Janega-Dykes added that we are looking at weddings as contained groups as well.

11. Homeless Encampments

Kathy Janega-Dykes shared that over the last several weeks she has talked to a lot waterfront properties regarding their concerns over the number of homeless encampments near East and West beach, including a significant number of thefts and disturbances on their hotel properties. A letter was sent to City Council which has prompted them to take action. Along with City Net, they have been informing the individuals at the homeless encampments that they are not allowed to camp in that area and occupants are given 72-hour notice to remove their camps on their own. They are also offering resources for assistance or shelter if desired. Chris Inman brought up the issue of petty crime and noted a significant occurrence of bike theft at his property. Michael Cohen noted that marine debris and other environmental issues are negatively affected by this issue, and supported the City partnering with mental health for these occupants as well. Councilmember Gutierrez reaffirmed that City Net has been hired by the City to help work on issues related to homeless encampments. He drew attention to the fact that occupants cannot be forced to move to shelters, which causes the issue that individuals may just be moving from one encampment area to

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the next. Councilmember Gutierrez shared that a \$250,000 budget was approved this week to help revitalize the State Street Promenade, which will hopefully help with the safety concerns in that area as well. He noted it will also likely take more resources and enforcement to help combat this issue and encouraged everyone on the Board to share suggestions or concerns with the City.

12. Community Reports

- **Santa Barbara South Coast Chamber Hospitality Committee**

Tom Patton noted he would share updates from the Santa Barbara South Coast Chamber as well in Kristen Miller's absence. He reported that the Chamber is also focusing on homelessness and understanding the status of businesses and their economic recovery related to COVID-19 at this time. The Chamber will be sending out emails within the next week with more details regarding each to these topics.

- **City of Santa Barbara**

Councilmember Oscar Gutierrez reiterated that a \$250,000 budget was approved this week to help revitalize the State Street Promenade's aesthetics which includes lighting, planters, and painting of bike lanes. He noted that there will be a 10% inclusionary housing ordinance in the Downtown District with 15% inclusionary housing in surrounding areas. Councilmember Oscar Gutierrez also shared that the City hired a new finance director, Keith DeMartini, and suggested everyone on the Board reach out to him and share their input on the City budget.

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

N/A

- **Santa Barbara Airport**

Deanna Zachrisson reported that the Santa Barbara Airport is continuing to experience slow and steady recovery, currently with 30% of normal performance. Overall, they are down 57% for the year but are hoping this increases as they bring capacity back as conditions improve with COVID-19.

13. President's Report

Kathy Janega-Dykes mentioned that we will be sending out an invite soon for the next webinar. It will feature Erin Francis-Cummings, President and CEO of Destination Analysts, who will moderate a conversation between a group of travelers. Erin will also be the speaker at our November Board meeting and discuss the travel sentiment study.

14. Other business

N/A

15. Upcoming Events

Warren Nocon reminded the Board of Directors that the Visioning the Future of Downtown State Street meeting will be held on Tuesday, October 27th at 8:00am.

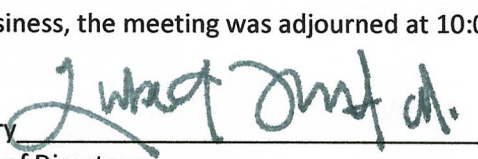
16. Adjourn

With no other business, the meeting was adjourned at 10:02am.

Minutes approved by:

Luke J. Swetland, Secretary

Visit Santa Barbara Board of Directors



Date

