

SANTA BARBARA

THE AMERICAN RIVIERA®

Executive Committee Meeting

Thursday, October 8, 2020 from 8:00am - 9:00am

Zoom Meeting ID: 964 9461 0928

Zoom Passcode: VSB2020

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* Warren Nocon
2. Antitrust Compliance Warren Nocon
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 Warren Nocon
Recommended Action: Approve Agenda as presented. *-Roll Call*
5. 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*
6. Approval of Minutes of September 10, 2020 Meeting Warren Nocon
Recommended Action: Approve Minutes as presented. *-Roll Call*
7. Approval of August 2020 Financial Reports Dan Glaeser
Recommended Action: Approve August 2020 Financial Reports as presented. *-Roll Call*

Discussion Items

8. FY 2019-2020 Audit Update Dan Glaeser
Recommended Action: Provide update on audit status.
9. Board Vacancies Warren Nocon
Recommended Action: Reivew FY 2020-2021 Board of Director open positons.
10. Small Group Business Update Warren Nocon
Recommended Action: Share updates on small group business in Santa Barbara.
11. December Executive Committee and Board Meetings Kathy Janega-Dykes
Recommended Action: Discuss hosting Executive Committee and Board meetings in December.
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.

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13. Good of the Order

Warren Nocon

Recommended Action: This portion of the meeting is reserved for the Executive Committee to make recommendations for future Executive Committee agenda items.

14. Upcoming Events

- Visioning the Future of Downtown State Street

15. Adjourn

Next Board Meeting: THURSDAY, 10/15/2020 at 8:30am **Next EC Meeting:** THURSDAY, 11/12/2020 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 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 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:

- 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;*
- 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;*
- Formulas, procedures, or means for the establishment and determination of prices, rates, discounts, terms, and conditions or rental;*
- Plans of individual members covering increases or reductions in capacity or distribution or marketing of particular products or services.*
- Restrictions on legal advertising or promotional activities.*
- 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- Dr. Robin Gose, Chair

Sales Advisory Committee- Chris Inman, Chair

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Meeting Minutes FY 2020-2021 Executive Committee Thursday, October 8, 2020

Attending: Warren Nocon, Steven Janicek, Dan Glaeser, Luke Swetland, Dr. Robin Gose, Barry Dorsey, Tom Patton
Absent: N/A
Staff: Kathy Janega-Dykes, Janet Ames, Shantel Rowe
Location: Zoom Meeting ID: 964 9461 0928

1. Call to Order

Warren Nocon called the Executive Committee meeting to order at 8:02 am.

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

Warren Nocon called for a motion to approve the agenda of the October 8, 2020 Executive Committee meeting; Tom Patton moved to approve; Barry seconded; and the motion was passed unanimously.

5. Economic Revitalization Proposal

Keith Higbee of Strategy Growth & Ventures presented a proposal for \$25,000.00 funding an economic revitalization initiative. 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. Keith noted that they have already secured funding of equal amounts from the Santa Barbara South Coast Chamber, Santa Barbara Better Together and City of Santa Barbara. He reviewed the key components of the short and long-term revitalization, which begins with retaining the businesses we have, and recruiting businesses to the vacancies in the central business district.

Keith outlined the three phases of business recruitment. The first phase is Vision and Identification, which involves developing a targeted list of local, regional and national businesses and entrepreneurs that will enhance the downtown experience. Next, during the Brand and Recruitment phase, compelling brand materials will be created and prospects will be actively recruited using tailored pitches, match-making with ideal properties, and personal follow up. The last phase is Facilitate Success, in which they will ensure success by helping prospects navigate the planning and permitting process, as well as, early growth stages through a variety of support and mentoring services.

The types of businesses that will be recruited will be a curated healthy mix of diversified food and beverage, services and personal care, experiential and hospitality, innovative retail and office and trade.

Keith stated that their company will do the research on what vacancies are available and evaluate which businesses are a good fit and financially stable enough to bring to Santa Barbara. He stated they will partnering with commercial brokers, property owners, the Santa Barbara South Coast Chamber to act as an Advisory Board.

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Keith then described the timeline and shared they currently have enough funds to support them through December 2020 or January 2021. He explained Strategy Growth & Ventures is asking from Visit Santa Barbara to participate and invest in this initiative.

Luke Swetland asked if there was any consideration of residential. Keith stated yes, and it is a separate initiative that would require a separate team. However, if in their efforts they come across businesses that want to bring housing into the area, they will look into bringing those business into Santa Barbara. They will not, however, actively seek these businesses for residential as they are looking to earn immediate return on investment.

Tom Patton questioned where additional money will come from after the initial funding to continue to source this initiative. Keith responded that the funding would hopefully come from continued fundraising efforts from the Santa Barbara South Coast Chamber, and noted that the amount of money to continue to run this project will be greatly reduced over time (about \$4,000–\$5,000 per month). Once the economic development collaborative is in place, he stated Strategy Growth & Ventures would no longer need to be involved and perhaps responsibility could be passed on to the Chamber or even another organization. Steven Janicek suggested for everyone to consider a sustained funding source for a more long term basis. Keith responded that they agree and that is the hope.

Warren Nocon questioned who was on the Advisory Board for this initiative. Keith stated that the Advisory Board was set up by the Chamber and has representatives from different sectors including local businesses, food and beverages, retail, banks, and commercial brokers and developers.

Keith then specified the scope of work would be from Sola to the Waterfront, and Santa Barbara Street to De La Vina.

Dr. Robin Gose noted that Downtown Santa Barbara was not able to financially help fund this initiative but they do support it and once the businesses are here, they would like to help keep these businesses informed, promoted and supported.

Warren Nocon called for a motion to consider approval the \$25,000 funding proposal by Strategy Growth & Ventures before being presented to the Board of Directors for approval; Barry Dorsey moved to approve; Steven Janicek seconded; and the motion was passed unanimously.

6. Approval of Minutes of September 10, 2020 Meeting

Warren Nocon called for a motion to approve the minutes of the September 10, 2020 Executive Committee meeting; Barry Dorsey moved to approve; Steven Janicek seconded; and the motion was passed unanimously.

7. Approval of the August 2020 VSB Financial Reports

Dan Glaeser reviewed the financial reports for August 2020. Looking at the balance sheet, year over year, cash was up, receivables and payables were down. Total income is up about 26%. Net income was \$73,000.

Dan noted we were able to spend more in Brand Advertising due to higher revenues than forecasted.

Warren Nocon asked if the Third Night Free Campaign would extend past November 22nd and Kathy confirmed it will. Steven stated that his hotel has been complimentary of working with Visit Santa Barbara on these promotions.

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Warren Nocon called for a motion to approve the August 2020 VSB financials; Dr. Robin Gose moved to approve; Steven Janicek seconded; and the motion was passed unanimously.

8. FY 2019-2020 Audit Update

Dan Glaeser shared that the Audit Committee has been formed. They are prepared to review the preliminary findings once they are released; currently, the auditor is in the fact finding stage.

9. Board Vacancies

Warren Nocon reviewed the one vacant position for the Board which was Colleen Huther from Belmond El Encanto's former position. Warren stated he and Kathy Janega-Dykes have previously discussed inviting Ingrid Braun, the General Manager at the Mar Montel Hotel or Janis Clapoff, the incoming General Manager at Belmond El Encanto. Tom Patton noted his support of Janis Clapoff. Warren suggested inviting Janis to join the Board of Directors, and inviting Ingrid to join the TBID Committee. The Executive Committee supported this decision.

10. Small Group Business Update

Warren Nocon stated that he, Tom Patton and Kathy Janega-Dykes met with Nancy Anderson to ask for guidance on how best to approach small group business in Santa Barbara. It was suggested to coordinate with other DMOs so that we will have a strong, unified voice and the state will look at it more favorably when the plan is shared across the state and therefore more likely easier to adopt quickly. Warren noted that size of group business was discussed, and pointed out that different sizes won't be applicable across all properties. He stressed the importance of developing new standards of what we'll be able to do and how we'll be able to do it, and being ready to act once small group business is allowed. Kathy Janega-Dykes added that she was on a meeting with members of the public health office and it seemed that there were many concerns regarding group activity at this point and there is concern that counties will be going back and forth between tiers if there are spikes in cases. She urged the committee to be realistic with expectations of when group business will be permitted. Tom Patton noted that CHLA is working with the state public health department on meeting guidelines. Steven Janicek noted that he agreed that we should have a plan in and be ready to act once group business is allowed.

11. December Executive Committee and Board Meetings

Kathy Janega-Dykes reminded the Executive Committee that Executive and Board meetings typically go dark in December. She noted that we have been presenting the quarterly business plan and budget to the Board for final approval; however, if we are dark in December, by the next meetings, we would be well into the quarter without receiving approval from the Board. Having the meeting in December would give us the opportunity to review market conditions, as well as approve of the budget and business plan for following quarter. The Executive Committee agreed it would be a good idea to have a meeting in December. Kathy noted this would be added to be approved by the Board next week.

12. President's Report

Kathy Janega-Dykes shared that she will be traveling to Denver at the end of this month for her first in-person conference. She will be attending the Airport Conference with the Santa Barbara Airport Director and Deanna Zachrisson, the Airport Business Development Manager, and they will be participating in one-to-one meetings with airlines over a two-day period.

13. Upcoming Events

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

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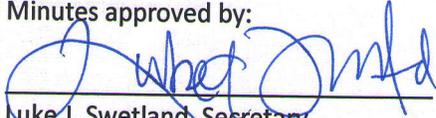
14. Other Business

N/A

15. Adjourn

With no other business, the meeting adjourned at 9:02 a.m.

Minutes approved by:



Luke J. Swetland, Secretary
Visit Santa Barbara

November 16, 2020

Date