

SANTA BARBARA

THE AMERICAN RIVIERA®

Executive Committee Meeting

Thursday, November 12, 2020 from 8:00am – 9:00am

Zoom Meeting ID: 992 7130 1120

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. Approval of Minutes of October 8, 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 Call*

Discussion Items

7. CEO Expenditure Allowance Warren Nocon
Recommended Action: Discuss CEO's authority for spending limits outside of the budget.
8. Economic Revitalization Proposal -- Next Steps Warren Nocon
Recommended Action: Review next for Strategy Growth & Ventures' Economic Revitalization Proposal.
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. VSB Employee Retention Kathy Janega-Dykes
Recommended Action: Discuss upcoming holiday retention programs.
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 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.
13. Upcoming Events
 - November 12th at 2:00 pm - Webinar: Panel of Prospective Santa Barbara Travelers

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- November 18th @ 8:30 am - Marketing Committee Meeting
- November 19th @ 8:30 am –Board of Directors Meeting with Guest Speaker Erin Francis-Cumming, President & CEO, Destination Analyst

14. Adjourn

Next Board Meeting: THURSDAY, 11/19/2020 at 8:30am **Next EC Meeting:** THURSDAY, 12/10/2020 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:

- 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

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, November 12, 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: 992 7130 1120

1. Call to Order

Warren Nocon called the Executive Committee meeting to order at 8:01 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 November 12, 2020 Executive Committee meeting; Barry Dorsey moved to approve; Dan Glaeser seconded; and the motion was passed unanimously.

5. Approval of Minutes of October 8, 2020 Meeting

Warren Nocon called for a motion to approve the minutes of the October 8, 2020 Executive Committee meeting; Luke Swetland moved to approve; Barry Dorsey seconded; and the motion was passed unanimously.

6. Approval of the September 2020 VSB Financial Reports

Dan Glaeser reviewed the financial reports for September 2020. Looking at the balance sheet, he noted cash is up, while AR and prepaids are down. Dan highlighted the \$200k loan taken out through American Riviera and noted profit is down from last year. Dan then reviewed the income statement. With revenue continuing to increase, more spending was allocated to advertising. Net income was also up \$28k compared to budget.

Warren Nocon called for a motion to approve the September 2020 VSB financials; Dr. Robin Gose moved to approve; Barry Dorsey seconded; and the motion was passed unanimously.

7. CEO Expenditure Allowance

Warren Nocon discussed the notion for CEO to have the authority to make financial decisions without the need of Board approval for items outside of the budget. It was noted that during the October Board Meeting, while discussing approval for the \$25,000 Economic Revitalization Proposal, a number of Board members suggested this item of approval could be decided solely by the CEO. Kathy Janega-Dykes explained that at the time she felt that due to the pandemic, it was necessary to be exceedingly cautious and bring this item to the Board for approval. Kathy stated that from now on, however, it would be practical and beneficial for her to have the authority to approve of similar items knowing that we have the money in the budget to move forward with doing so. Kathy also noted that when similar expenditures arise, she does deliberate with Dan Glaeser. Tom Patton suggested in similar cases, Kathy could present to the Executive Committee, and after their approval, report to the Board that the decision was made, versus also getting the Board's approval as well. Warren asked the Committee for suggestions on any parameters for the CEO to make the decisions. Dan

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Glaeser suggested a dollar amount of \$50,000. Dr. Robin Gose suggested adding a stipulation that requires the CEO to receive approval if the financial request would enter the organization into a multiple-year contract. Janet Ames also noted that any expenditure or check issued over \$5,000 requires two signatures from Executive Committee members.

Warren Nocon called for a motion to approve the CEO the authority to have a discretionary spending limit on behalf of the organization of \$50,000, outside of entering any multiple-year contracts; Dan Glaeser moved to approve; Steven Janicek seconded; and the motion was passed unanimously.

8. Economic Revitalization Proposal – Next Steps

Warren Nocon reviewed that during the October Board Meeting, the approval of the Economic Revitalization Proposal was tabled until the November Board Meeting. He noted that there were a number of Board members that abstained from the vote and stated they felt they did not have sufficient amount of information on the proposal in order to vote whether or not to support funding, thus, causing Warren to table the approval item. Warren and Barry Dorsey noted the importance of keeping this item on the agenda for the November Board meeting since that was promised to the Board at the last meeting. Kathy Janega-Dykes noted the Board will receive a copy of the full proposal prior to the November Meeting, in which Amy Cooper and Keith Higbee of Strategy Growth & Ventures would be available for any questions from the Board. Luke Swetland acknowledged the confidence he and the Executive Committee have in Kathy's decision-making abilities and noted his agreement in setting up parameters for instances in which the CEO is able to make financial decisions without the need of Board approval.

9. Wedding and Contained Group Discussion with County Officials Update

Warren Nocon shared that a few members of the Board recently met with Dr. Do-Reynoso and Nancy Anderson from the City to discuss weddings and contained groups in Santa Barbara. Using the CHLA guidelines for meetings as a template, they will be creating guidelines more specific to the Santa Barbara South Coast. This will include details such as example layouts for individual hotels in the area. Warren noted that they are working on guidelines for both weddings and contained group meetings, and highlighted that there are three differences between meetings and weddings. These differences are due to the social nature of weddings and the focus on dancing, live music and drinking. It was noted that these features present concerns to the County Health. Warren stated the value of having these guidelines readily available for when the opportunity does arise for weddings and contained groups to be allowed and to put these guidelines in affect. Kathy Janega-Dykes acknowledged Tom Patton's recommendation to keep the guidelines separate for weddings and contained groups meeting, considering the above-mentioned differences in the two causing a possible bias against weddings. Kathy reminded the Committee that the allowance of weddings and meetings is decided not solely by the County, but with State guidance. The current goal is to educated County officials on the importance of supporting contained meetings in the future and possibly lobbying the Governor's office to consider this on a statewide level as well. Kathy acknowledged that there has been a recent rise in COVID numbers and echoed Warren's belief in the importance of preparing these guidelines for whenever weddings and contained group meetings are allowed in the future. Tom stated his agreement with Warren and Kathy's comments. Barry Dorsey questioned if there were any new Health Orders released since the last Health Order recently expired. The Committee shared they did not see a new Health Order.

10. VSB Employee Retention

Kathy Janega-Dykes praised the Visit Santa Barbara staff for their hard work and contribution to the success of the organization. She noted it how difficult it was to acknowledge staff members while working remote, and shared her desire to make sure that they feel appreciated and encouraged to continue with the organization in the future. In previous years, Visit Santa Barbara staff would celebrate the holidays with a small holiday

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party, and receive \$150 gift card and one PTO day. With more concern about optics versus financials, Kathy asked the Executive Committee on their thoughts regarding staff holiday gifts this year. Warren asked how many staff members there were and Kathy answered eleven. Steven Janicek suggested having Committee members donate services such as dinner or spa treatments. Warren noted his agreement with Steven's suggestion. Kathy noted that she doesn't want to host a holiday party with staff due to COVID but agreed the option of a certificate for a free drink, for example, would be appropriate and doesn't encourage gathering but invites staff to visit Committee member's properties. Kathy added that Committee members are invited to donate but are obviously not obligated to do so. Tom Patton stated his appreciation of Kathy to bring this item to the Executive Committee and supports whatever decision is made, whether it be donations from the Committee or \$150 gift card. Dan Glaeser agreed with Tom and echoed the importance of acknowledging staff, especially considering the reduction in salary most employees experienced at the beginning of the pandemic.

11. President's Report

Kathy Janega-Dykes reviewed that she, Tom Patton, and few other Committee members, met with the mayor, Paul Casey, and other staff from the City of Santa Barbara to discuss the growing number of homelessness encampments along the waterfront. This has been a priority for Paul and Kathy noted the efforts for this clean-up began in October. Occupants of the encampments are offered alternative housing services, but if refused, are given 72-hours to remove their items and dismantle their encampment. However, it was noticed that many occupants, once removed, simply returned not long after. Financial resources have been secured for the outreach program and additional funds will hopefully be achieved in December. A weekly call has been scheduled between SBACT, City Net and members of the City's staff in order to provide updates on the encampments, review accomplishments on managing this issue, and most importantly, provide a platform for businesses on the waterfront to share what issues they have been encountering in hopes of being resolved.

Kathy also shared that there will be a Visit Santa Barbara webinar in the afternoon hosted by Destination Analysts, our research firm. The discussion with an online panel of prospective travelers will uncover insight about motivators, obstacles and competitors that affect travel to the Santa Barbara South Coast.

12. Upcoming Events

Warren Nocon reminded the Executive Committee of three upcoming events: VSB Webinar - Panel of Prospective Santa Barbara Travelers (November 12th), Marketing Committee Meeting (November 18th), and Board of Directors Meeting with guest speaker Erin Francis-Cumming, President and CEO of Destination Analyst (November 19th).

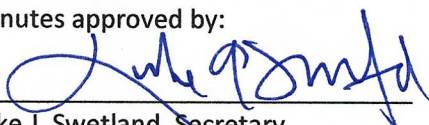
13. Other Business

N/A

14. Adjourn

With no other business, the meeting adjourned at 8:45 a.m.

Minutes approved by:



Luke J. Swetland, Secretary
Visit Santa Barbara

12/17/20
Date