

# SANTA BARBARA

## THE AMERICAN RIVIERA®

### Board of Directors Meeting

Thursday, June 17, 2021 from 8:30am – 10:00am

Zoom Meeting ID: 940 1317 9048

Zoom Passcode: VSB2021

#### 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, Meeting Minutes and Financials Reports Warren Nocon  
Recommended Action: Approve Agenda for June 17, 2021 meeting, minutes for May 20, 2021 meeting and April 2021 Financial Reports as presented. *-Roll Call*
5. Approval of VSB Annual Business Plan & Proposed Budget Warren Nocon  
Recommended Action: Kathy Janega-Dykes, James Minton, Noelle Buben and JessyLynn Perkins will review the FY 2021 – 2022 Annual Business Plan, followed by Kathy Janega-Dykes and Janet Ames to review the FY 2021-2022 Proposed Budget. The 2021 – 2022 Business Plan and Budget will be discussed and considered for approval. *-Roll Call*
6. Approval of Executive Committee Slate Warren Nocon  
Recommended Action: Approve of FY 2021 – 2022 Executive Committee Slate. *-Roll Call*
7. Appointment of TBID Committee Members Warren Nocon  
Recommended Action: Appointment of Leslie Brickell of Residence Inn by Marriott Santa Barbara Goleta, Ed Galsterer of Santa Barbara Inn & Janis Clapoff of El Encanto, a Belmond Hotel as TBID Committee Members (2021-2024), as well as renewing terms for Ingrid Braun of Mar Monte Hotel, Chis Inman of Hilton Santa Barbara Beachfront Resort, Steven Janicek of Ritz-Carlton, Bacara Santa Barbara & Warren Nocon of Hotel Californian (2021-2024) *-Roll Call*

#### Discussion Items

8. Outgoing Board of Directors Acknowledgement Warren Nocon  
Recommended Action: Acknowledge outgoing Board of Directors members including Luke Swetland of Santa Barbara Museum of Natural History, Katie Grassini of Grassini Family Vineyard, Kristen Weidemann of Towbes Group, Inc., Sarah York Rubin of Santa Barbara County Arts & Culture, and Terri Bowman of Bowman Management.
9. Lodging Industry Performance Report James Minton  
Recommended Action: Discuss the lodging industry performance report.

# SANTA BARBARA

## THE AMERICAN RIVIERA®

10. Community Reports

Recommended Action: This portion of the meeting is reserved for each entity listed below to provide a brief update.

- |   |                      |
|---|----------------------|
| • City of Santa Barbara                                   | Councilmember Jordan |
| • Santa Barbara South Coast Chamber                       | Kristen Miller       |
| • Santa Barbara South Coast Chamber Hospitality Committee | Tom Patton           |
| • Santa Barbara Airport                                   | Deanna Zachrisson    |

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. Adjourn

**Next Board Meeting:** THURSDAY, 07/15/2021 8:30am – 10:00am    **Location:** Virtual - Zoom

# SANTA BARBARA

## THE AMERICAN RIVIERA®

**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

TBID Committee- Barry Dorsey, Chair

Audit Committee- Dan Glaeser, Chair

Marketing Committee- Dr. Robin Gose, Chair

Sales Advisory Committee- Chris Inman, Chair