

# SANTA BARBARA

## THE AMERICAN RIVIERA®

### Board of Directors Meeting

Thursday, September 16, 2021 from 8:30am - 10:00am

Location: Regan Room at Hilton Santa Barbara Beachfront Resort

(633 E Cabrillo Blvd, Santa Barbara, CA 93103)

Zoom Meeting ID: 852 4327 4349/ 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

##### **Guest Speaker: Wendy Kheel, Client Manager, Symphony, Tourism Economics**

SYMPHONY is a new intelligence platform that is helping Visit Santa Barbara efficiently process data, create visual reports and inform decision - all with improved stakeholder access.

#### **Action Items**

1. Call to Order- *Roll Call* Steven Janicek
2. Antitrust Compliance Steven Janicek
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 Steven Janicek  
Recommended Action: Approve agenda for September 16, 2021 meeting, minutes for July 15, 2021 meeting and June & July 2021 Financial Reports as presented by Dan Glaeser. -*Roll Call*
5. Approval of Visit Santa Barbara Employee Handbook Edits Steven Janicek  
Recommended Action: Review and approve of edits made to the Visit Santa Barbara Employee Handbook. -*Roll Call*

#### **Discussion Items**

6. Lodging Industry Performance Report James Minton  
Recommended Action: Discuss the lodging industry performance report.
7. 2022 TBID Assessment Rate Update Barry Dorsey  
Recommended Action: Receive presentation and discuss the one-time opportunity to increase or maintain TBID assessment rates, effective January 1, 2022.
8. Current Business Environment Steven Janicek  
Recommended Action: Discuss the current business environment.
9. 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

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- Santa Barbara Airport

Deanna Zachrisson

10. 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.
11. Good of the Order Steven Janicek  
Recommended Action: This portion of the meeting is reserved for the Executive Committee to make recommendations for future Executive Committee agenda items.
12. Adjourn

**Next Board Meeting:** THURSDAY, 10/21/2021 8:30am - 10:00am **Location:** Visit Santa Barbara

**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

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