

SANTA BARBARA

THE AMERICAN RIVIERA®

Board of Directors Meeting

Thursday, November 18, 2021 from 8:30am - 10:00am

Location: Rincon Ballroom I at Kimpton Goodland

(5650 Calle Real, Goleta, CA 93117)

Zoom Meeting ID: 894 8318 9766/ 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: David Reichbach, Senior Director of Analytics and Data Security, Destination Analysts

In summer 2021 Visit Santa Barbara commissioned research on our advertising creative in target drive markets and flight markets. Having served as the lead researcher for this project, David will present a high-level assessment of VSB's ads and share tips for further improving advertising performance.

Action Items

1. Call to Order- *Roll Call* Chris Inman
2. Antitrust Compliance Chris Inman
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 Chris Inman
Recommended Action: Approve agenda for November 18, 2021 meeting, minutes for October 21, 2021 meeting and September 2021 Financial Reports as presented by Dan Glaeser. *-Roll Call*

Discussion Items

5. Lodging Industry Performance Report James Minton
Recommended Action: Discuss the lodging industry performance report.
6. Ad Hoc TBID Steering Committee Update Barry Dorsey
Recommended Action: Provide an update regarding the Ad Hoc TBID Steering Committee.
7. 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
8. 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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9. Good of the Order

Chris Inman

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

10. Adjourn

Next Board Meeting: TBD **Location:** 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 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