

SANTA BARBARA

THE AMERICAN RIVIERA®

South Coast Tourism Business Improvement District Committee Meeting

Thursday, December 9, 2021 from 8:30 am – 9:45 am

Location: Reagan Room at Hilton Santa Barbara Beachfront Resort
(633 E Cabrillo Blvd, Santa Barbara, CA 93103)

Zoom Meeting ID: 856 1290 4096 Passcode: VSB2021

AGENDA

Welcome and Introductions

Barry Dorsey

Action Items

1. Call to Order *-Roll Call* Barry Dorsey
 2. Antitrust Compliance Barry Dorsey
 3. Public Comment Members of the Public
 4. Approval of Agenda, Minutes & TBID Financials Barry Dorsey
- Recommended Action: Approve agenda for September 8, 2021 meeting and meeting minutes from September 8, 2021 & October 13, 2021 meetings and July– September TBID Financials as presented by Janet Ames *-Roll Call*

Discussion Items

5. Lodging Industry Performance Report James Minton
Recommended Action: Discuss the lodging industry performance report.
6. Visit Santa Barbara Staff Report
Recommended Action: This portion of the meeting is reserved for each Visit Santa Barbara department head listed below to provide a brief update.
 - Digital Marketing & Content JessyLynn Perkins
 - Public Relations Karna Hughes
7. Update on TBID Percentage Model Changes Barry Dorsey
Recommended Action: Provide an update on initiative to restructure TBID to percentage model.
8. Current Business Environment Barry Dorsey
Recommended Action: Discuss the current business environment.
9. Adjourn Barry Dorsey

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

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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 (VSB) 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 VSB and by representatives of any members of the organization.

At any meeting of the membership of VSB or any committees of VSB, or at any meeting where any employee of the organization 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, Ed., Chair

Sales Advisory Committee- Chris Inman, Chair