

# VISIT SANTA BARBARA

## Board of Directors Meeting

Thursday, August 18, 2022 from 8:30am – 10:00am

Location: Visit Santa Barbara Office (500 E Montecito Street, Santa Barbara, CA 93103)

### 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: Victoria Strong, Gwendolyn Strong Foundation**

#### 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 Financial Reports Chris Inman  
Recommended Action: Approve agenda for August 18, 2022 meeting, minutes for June 16, 2022 meeting and May and June 2022 Financial Reports as presented by Dan Glaeser. -**Roll Call**
5. Approval of Execution of VSB Lease Chris Inman  
Recommended Action: Receive and review VSB lease. The Board will be asked to approve the Executive Committee's action to move forward with the new lease. -**Roll Call**
6. Authorized Signers on Bank Accounts Janet Ames  
Recommended Action: Approve adding Chris Inman, Barry Dorsey and Tom Patton as a signer for American Riviera Bank and Chris Inman as signers for Montecito Bank & Trust. – **Roll Call**

#### Discussion Items

7. Introduction of New Board of Directors Members Chris Inman  
Recommended Action: Each new Board of Directors member will provide an introduction. The new Board of Directors members include: Greg Broussard of Santa Barbara Hotel Group, Robert Glock of Hotel Milo, and Samantha Onnen of Santa Barbara Airbus.
8. Affordable Housing/TOT Implications Councilmember Jordan  
Recommended Action: Councilmember Jordan to discuss Affordable Housing and TOT implications

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9. Lodging Industry Performance Report James Minton  
Recommended Action: Discuss the lodging industry performance report.
10. Visit Santa Barbara Staff Report  
Recommended Action: This portion of the meeting is reserved for any Visit Santa Barbara department head listed below to provide a brief update.
- Community Partnerships and Events Noelle Buben
11. 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
12. 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.
13. 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.
14. Adjourn

**Next Board Meeting: 09/15/2022 Location:** Visit Santa Barbara Office

**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 Alexa Steadman at 805-966-9222 at least 48 hours prior to the meeting.

# VISIT SANTA BARBARA

## **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.*