

VISIT SANTA BARBARA

Board of Directors Meeting

Thursday, September 15, 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 Speakers: Marjorie Large, Valerie Cantella & Mary Lynn Harms-Romo;

Overview of Santa Barbara Hospitality Industry Inspiration Campaign

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 September 15, 2022 meeting, minutes for August 18, 2022 meeting and July 2022 Financial Reports as presented by Dan Glaeser.
5. Create a New Ad-Hoc Committee of the Board Related to Workforce Housing Issues Chris Inman
Recommended Action: Establish an ad-hoc committee for a term of two years to discuss workforce housing, and related measures targeting the hospitality industry regarding funding and regulation. Committee membership to be limited to no more than nine VSB board members with approval delegated to the executive committee.
6. Appointment of Georg Unseld, General Manager of Mar Monte, to TBID Committee Chris Inman
Recommended Action: Appoint Georg Unseld to serve on the TBID Committee for fiscal year 2022 to 2025
7. Create a New Ad-Hoc Committee to Evaluate Alternative Funding Opportunities Barry Dorsey
Recommended Action: Establish an ad-hoc committee for a term of one year to consider and review options to assess non-lodging sectors of the South Coast hospitality industry. Committee membership to be available to board members and non-board businesses, with approval delegated to the VSB executive committee.

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Discussion Items

8. Discussion of Board of Directors Strategic Planning Session Chris Inman
Recommended Action: Review the outline and objectives of the Board work session, Thursday, October 20, 2022.
9. Lodging Industry Performance Report James Minton
Recommended Action: Discuss the lodging industry performance report.
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
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 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.
13. Adjourn

Next Board Meeting: 10/20/2022 at 8:30 am

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.

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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.*