SANTA BARBARA
THE AMERICAN RIVIERA®

Marketing Committee Meeting
Tuesday, September 20, 2022 12:00 pm - 1:00 pm
Visit Santa Barbara Office (500 E. Montecito Street)

AGENDA

Action Items

1. Call to Order — Steve Windhager
2. Antitrust Compliance — Steve Windhager
3. Public Comment - Including items on the agenda and not on the agenda — Members of the Public
4. Approval of Agenda for September 20, 2022 & Minutes for May 26, 2022 — Steve Windhager
   Recommended Action: Approval of Agenda and Meeting Minutes as presented.

Discussion Items

5. Visit Santa Barbara Updates & Discussions
   Recommended Action: Provide updates and open the discussion up to the group regarding the following topics:
   - Hotel Performance — James Minton
   - Public Relations Updates — Karna Hughes
   - Marketing Update — JessyLynn Perkins
6. Local Industry Updates and Discussion — Steve Windhager
7. Adjourn — Steve Windhager

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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 (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.

MISSION

We inspire overnight travel to the Santa Barbara South Coast in order to enhance the community's economy and quality of life.

VISION

Santa Barbara is a distinctly beautiful place, where travelers come for a personal experience that relaxes, delights and inspires.

Visit Santa Barbara is an effective organization where we each strive to do our best work and realize our full potential.