

VISIT SANTA BARBARA

Thursday, October 20, 2022

Location: Santa Barbara Inn – Montecito Room

(901 E. Cabrillo Blvd., Santa Barbara, CA 93103)

Board of Directors Meeting

8:30 – 8:45 a.m.

Strategic Planning Kick Off

8:45 – 10:30 a.m.

8:30 to 8:45 a.m. – Board of Directors Meeting

Action Items

1. Call to Order Chris Inman
2. Antitrust Compliance Chris Inman
3. Public Comment- Includes items on the agenda and not on the agenda Members of the Public
(3 minutes per member of the public)
4. Approval of Agenda, Meeting Minutes and Financial Reports Chris Inman
Recommended Action: Approve agenda for October 20, 2022 meeting, minutes for September 15, 2022 meeting and August 2022 Financial Reports as presented by Dan Glaeser.
5. Approval of the Full Repayment of VSB's Outstanding Variable Interest Loan Chris Inman
Recommended Action: Approve the full repayment of VSB's outstanding variable interest loan through American Riviera Bank, with the timing of such payment(s) delegated to the Treasurer
6. Approval of Proposed Office Renovation Chris Inman
Recommended Action: Approve proposed renovations for VSB office including drawings, costs and payment options for the renovation.
7. Review and Approval of an Executive Incentive Plan for the CEO and Chris Inman
VP of Strategic Planning
Recommended Action: Approve an annual Executive Incentive Plan for the CEO and VP of Strategic Planning. In July 2022, the Executive Committee decided that future evaluation and compensation should be guided by a more structured incentive plan that includes quantifiable and qualitative goals. The plan was formed by members of the Executive Committee and an outside consultant.
8. Adjourn

8:45 to 10:30 a.m. – Strategic Planning Kickoff

Coraggio Group

In this facilitated work session, we will collaborate as a board to provide insight and guidance to the VSB team as they begin the process of creating the organization's next two-year strategic plan. Strategic Planning Session agenda is attached.

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Next Board Meeting: 11/17/2022 at 8 a.m.

Location: VSB 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.

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.*