

VISIT SANTA BARBARA

Executive Committee Meeting

Thursday, January 12, 2023 from 8:00 am – 9:00 am

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

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 Minutes, Agenda & Financials** **Chris Inman**
Recommended Action: Approve minutes for November 10, 2022 meeting, agenda for January 12, 2023 meeting and October and November 2022 Financial Reports as presented by Dan Glaeser

Discussion Items

- 1. Discussion of FY 2021 – 2022 Audit** **Dan Glaeser**
Recommended Action: Review and discuss the findings of the FY 2021 – 2022 Audit.
- 2. Discussion of Two-Year Strategic Plan** **Chris Inman**
Recommended Action: Discuss the recommendations from VSB staff for the two-year strategic plan including updates to our vision, mission, values, strategic imperatives and objectives.
- 3. Discussion of the formation of the Sales Advisory Committee, a subcommittee of the Visit Santa Barbara Board of Directors** **Chris Inman**
Recommended Action: Approve the re-establishment of the Sales Advisory Committee, chaired by a member of the board, and to include general managers and directors of sales only. During these quarterly meetings, the goal will be to discuss current perspectives on group business, evaluate existing and proposed VSB sales programs and prioritize tactics.
- 4. Recap of December 19 Steering Committee to Review Potential New Funding Models for Non-Lodging Businesses** **Barry Dorsey**
Recommended Action: Recap of December 19 Steering Committee to review potential new funding

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models for non-lodging businesses. The objectives for this committee is to review models that will generate incremental revenue, deliver value to the payors, and spread the burden of destination marketing equitably among stakeholders.

5. Review of Financial Reserve Policy

Dan Glaeser

Recommended Action: Review of financial reserve policy

6. 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.

7. Good of the Order

Chris Inman

Recommended Action: This portion of the meeting is reserved for the Executive Committee to make recommendations for future Executive Committee agenda items.

8. Adjourn

Next Board Meeting: Thursday, 01/19/23 at 8:30 am

Next Executive Committee Meeting: Thursday, 02/09/23 at 8:00 am

NOTICE TO PUBLIC: You are welcome 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 x 105 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.*