

# VISIT SANTA BARBARA

## Board of Directors Meeting

Thursday, February 16, 2023 from 8:30am – 10:00am

Location: Courtyard by Marriott Santa Barbara Downtown  
(1601 State St, Santa Barbara, CA 93101)

### 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 from around the world for a personal experience of relaxation, enjoyment and inspiration.

### AGENDA

#### Action Items

1. **Call to Order** Chris Cline
2. **Antitrust Compliance** Chris Cline
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 Cline  
Recommended Action: Approve agenda for February 16, 2023 meeting, meeting minutes for the January 19, 2023 meeting, and December 2022 Financial Reports as presented by Dan Glaeser.
5. **Approval of Advisory Nominating Committee** Chris Cline  
Recommended Action: Appoint an advisory Nominating Committee, consisting of the Vice Chair and four members of the Corporation.
6. **Approval for a request to American Riviera Bank for a Line of Credit Increase** Dan Glaeser  
Recommended Action: Approval of a request to increase the company line of credit with American Riviera Bank.
7. **Approval to Appoint Joseph Eames, Director of Operations at Hotel Californian to the TBID Committee as a replacement for Warren Nocon, General Manager at Hotel Californian** Chris Cline  
Recommended Action: Approve appointment of Joseph Eames, Director of Operations at Hotel Californian to the TBID Committee as a replacement for Warren Nocon, General Manager at Hotel Californian.

#### Discussion Items

8. **Update on Market Conditions and Effect on Lodging, Attractions and Restaurants** Chris Cline  
Recommended Action: An update will be provided on action plans to help mitigate and improve the perception of the destination.

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## 9. Update on Hotel Performance

**James Minton**

Recommended Action: James Minton to present an update on hotel performance

## 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**

- City of Goleta

**Councilmember Reyes-Martín**

- 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 Cline**

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:** Thursday, March 23, 2023

**Location:** Visit Santa Barbara Office

**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 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.*