

# VISIT SANTA BARBARA

## **Board of Directors Meeting**

**Thursday, September 21, 2023 - 8:30 a.m. to 10:00 a.m.**

**Location: Visit Santa Barbara Office**

*(500 E. Montecito Street, Santa Barbara, CA 93103)*

### **VSB 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**

#### **Guest Speaker: John Nienstedt, President of Competitive Edge Research & Communication**

#### **Los Angeles Metro Traveler Research Presentation**

John Nienstedt, president of Competitive Edge Research & Communication, will present takeaways from this summer's poll of travelers living in VSB's target ZIP codes. Interest in Santa Barbara, testing of destination features and marketing messages will be discussed along with segmentation from our most important drive market.

#### **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 **Members of the Public**  
(Three minutes per member of the public)
- 4. Approval of Agenda, Meeting Minutes and Financial Reports** **Chris Cline**  
Recommended Action: Approve agenda for September 21, 2023 board meeting, meeting minutes for the July 20, 2023 board meeting, and June and July 2023 financial reports as presented by Dan Glaeser.
- 5. Extension of VSB Office lease** **Chris Cline**  
Recommended Action: Approve a 2-year extension to the lease of 500 E. Montecito Street with an amended expiration date of December 31, 2029, in exchange for an additional \$55,000 of improvement allowance.
- 6. FY23 VSB Net Income** **Chris Cline/Dan Glaeser**  
Recommended Action: Lower VSB's FY24 net income budget by \$580,000 and authorize staff discretion to increase previously approved promotional programs up to \$50,000.

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**7. Review and Approval of an Executive Incentive Plan for the CEO and VP of Strategic Planning for FY24**

**Chris Cline**

Recommended Action: Approve updates to the FY24 Executive Incentive Plan for the CEO and VP of Strategic Planning.

**Discussion Items**

**8. Lodging Industry Performance Report**

**James Minton**

Recommended Action: Discuss the lodging industry performance report.

**9. City of Santa Barbara TOT/TBID Audit**

**Chris Cline**

Recommended Action: Provide an up update regarding the status of city's recently announced audit of hotel transient occupancy tax (TOT) and tourism business improvement district (TBID) assessments.

**10. Community Reports**

This portion of the meeting is reserved for each entity listed below to provide a brief update:

- **Santa Barbara City Council** **Councilmember Mike Jordan**
- **City of Goleta** **Councilmember James Kyriaco**
- **Santa Barbara South Coast Chamber** **Kristin Miller**
- **Santa Barbara South Coast Chamber Hospitality Committee** **Tom Patton**
- **Santa Barbara Airport** **Chris Hastert**

**11. President's Report**

**Kathy Janega-Dykes**

The President/CEO will provide updates on Visit Santa Barbara's operations and marketing items that were not otherwise included on the agenda.

**12. Good of the Order**

**Chris Cline**

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, October 19, 2023

**Location:** Visit Santa Barbara Office

# VISIT SANTA BARBARA

**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 Comments 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 Jennifer Reyes 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.*