

# VISIT SANTA BARBARA

## Tourism Business Improvement District Committee Meeting

Tuesday, September 26, 2023, from 8:30 – 10:00 a.m.

Location: Visit Santa Barbara Office (500 E Montecito Street)

### AGENDA

#### Welcome and Introductions

Steve Janicek

#### Action Items

1. **Call to Order**

Steve Janicek

2. **Antitrust Compliance Policy**

Steve Janicek

3. **Public Comment**

Members of the Public

4. **Approval of Agenda, Minutes & TBID Financial Reports**

Steve Janicek

Recommended Action: Approve the agenda for today's meeting, minutes from the meeting on June 1, 2023 and most recent TBID financial reports.

#### Discussion Items

5. **October to December Lodging Outlook**

James Minton

Recommended Action: Receive an update on forward-looking business and an analysis by new destination research through TravelClick/Demand 360.

6. **VSB Staff Reports**

Recommended Action: Receive updates from VSB's three demand-generating departments and provide guidance at the discretion of the committee.

- **Advertising**

JessyLynn Perkins

- Discuss the viability of a local advertising campaign targeting local residents during off-peak seasons that offers visiting friends and relatives discounts and added value.
- Discuss the pros/cons of a consumer advertising campaign using online travel agencies during off-peak seasons to expand our audience reach in target markets.

- **Sales**

Beth Olson

- Outlook for groups through June 2024
- Update on expanded travel trade activities

- **Public Relations**

Karna Hughes

- A peak behind the curtain: three examples of VSB making the most of a media moment including lessons learned along the way.

7. **TBID Assessment Rate**

Steve Janicek

Recommended Action: Review the TBID assessment, competitor assessment rates and discuss the pros and cons of maintaining or increasing the assessment in the future

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

**Kathy Janega-Dykes**

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

9. **Good of the order**

**Steve Janicek**

10. **Adjourn**

**Steve Janicek**

**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 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 (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*

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*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.*