

# VISIT SANTA BARBARA

## **Tourism Business Improvement District Committee Meeting**

**Tuesday, June 3, 2025, from 8:30 – 10:00 a.m.**

**Location: Visit Santa Barbara Office**

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

### **AGENDA**

#### **Welcome and Introductions**

**Chris Cline**

#### **Action Items**

##### **1. Call to Order**

**Chris Cline**

##### **2. Antitrust Compliance Policy**

**Chris Cline**

##### **3. Public Comment**

**Members of the Public**

Three minutes per member of the public.

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

**Chris Cline**

Recommended Action: Approve the agenda for today's meeting, minutes from the meeting on February 27, 2025, and most recent TBID financial reports.

##### **5. Nomination and Adoption of TBID Committee Chair**

**Chris Cline**

Recommended Action: Committee to adopt the nomination of Warren Nocon to serve as TBID Chair for FY25/26.

##### **6. FY26 Budget and Program of Work Presentation**

**Kathy Janega-Dykes**

**VSB Leadership**

**Mary Lynn Harms-Romo**

Recommended Action: Visit Santa Barbara staff will present the proposed FY26 budget and departmental Programs of Work, highlighting key initiatives and funding priorities. Each department representative will provide an overview of goals and strategies for the upcoming fiscal year. The Santa Barbara South Coast Chamber of Commerce will also present their Program of Work for consideration. Committee discussion will be followed by a request for adoption of the FY26 Budget and Programs of Work.

#### **Discussion Items**

##### **7. Introduction of New TBID Members**

**Chris Cline**

Introduction of new TBID Committee member with term ending 2027; Jacqueline Westbrook, General Manager of Drift Santa Barbara.

##### **8. Good of the order**

**Chris Cline**

This portion of the meeting is reserved for the committee members to make recommendations for future agenda items.

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## 9. Adjourn

Chris Cline

**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 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.*