

VISIT SANTA BARBARA

Board of Directors Meeting

Thursday, September 18, 2025 - 8:30 to 10:00 a.m.

Location: The Ritz-Carlton Bacara, Santa Barbara

Salon 2 & Terrace

(8301 Hollister Ave, Santa Barbara, CA 93117)

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 1: Bradley Cance, General Manager, The Ritz-Carlton Bacara, Santa Barbara: Overview of resort renovations. Tour of property is scheduled after the meeting.

Guest Speaker 2: Tess Harris, State Street Master Planner, City of Santa Barbara: Update on installed State Street pedlets.

Action Items

- | | |
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| 1. Call to Order | Chris Cline |
| 2. Antitrust Compliance | Chris Cline |
| 3. Public Comment
Three minutes per member of the public. | Members of the Public |
| 4. Approval of Agenda, Meeting Minutes and Financial Reports
Recommended Action: Approve agenda for the September 18, 2025, board meeting, meeting minutes from the July 17, 2025, board meeting and financial reports for June and July 2025. | Chris Cline |

Discussion Items

- | | |
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| 5. Visit Santa Barbara Advocacy Recommendations
Recommendation: Discussion of advocacy priorities for VSB, including an overview of recent conversations with City Council members and other key stakeholders | Chris Cline |
| 6. Hotel Performance
Recommendation: Review, key metrics, trends, and strategies to improve revenue and guest experience. | Chris Cline |

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7. Community Reports

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

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| • Santa Barbara City Council | Councilmember Mike Jordan |
| • City of Goleta | Councilmember Luz Reyes-Martin |
| • SB South Coast Chamber | Kristen Miller |
| • SB South Coast Chamber Hospitality Committee | Tom Patton |
| • Santa Barbara Airport | Chris Hastert |
| • Downtown CBID | Trevor Large |

8. President's Report

Kathy Janega-Dykes

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

9. Good of the Order

Chris Cline

This portion of the meeting is reserved for the Board of Directors to make recommendations for future agenda items.

10. Adjourn

11. Property Tour of Renovated/Updated Areas

Following the meeting, Board members are invited to participate in a tour of the property and view the renovated areas.

Next Board Meeting: Thursday, October 16, 2025

Location: Visit Santa Barbara Office

NOTICE TO PUBLIC: You are welcome and encouraged to participate in this meeting. Public comment is taken (three 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 act 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.

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.*