VISIT
SANTA BARBARA

Executive Committee Meeting

Thursday, October 9, 2025, from 8:30 am – 9:30 am

Location: Visit Santa Barbara

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

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** — **Members of the Public**
   (3 minutes per member of the public)
4. **Approval of Minutes, Agenda & Financials** — **Chris Cline**
   Recommended Action: Approve minutes for the July 15, 2025, meeting, agenda for October 9, 2025 meeting and August 2025 Financial Report as presented by Dan Glaeser.

Discussion Items

5. **Board Leadership Transition—Vice Chair Appointment** — **Chris Cline**
   Recommendation: Discussion and recommendation regarding the appointment of Brad Cance as Vice Chair of the Visit SB Board of Directors, replacing Rick Fidel.
6. **Government Relations & Advocacy** — **Chris Cline**
   Recommendation: Consideration of ad hoc committee formation. (An ad hoc committee is a temporary committee established by the board or executive committee to address a specific issue or project. Once the work is completed, the committee disbands.)
7. **Dashboard Review** — **Kathy Janega-Dykes**
   Recommendation: Due to the increased need for deeper analytics and reporting insights, VSB recommends the adoption of two new data vendors. Together, these resources will streamline reporting, expand analytical capabilities and increase advertising ROI through enhanced attribution tools.
8. **Board Vacancy** — **Chris Cline**
   Recommendation: Review current VSB Board, TBID composition and existing vacancies. Consider expression of interest from Gary Obligacion, General Manager of El Encanto, to serve on the VSB Board of Directors and TBID committee.

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9. **Good of the Order** **Chris Cline**
   Recommendation: This portion of the meeting is reserved for the Executive Committee to make recommendations for future Executive Committee agenda items.

10. **Adjourn** **Chris Cline**

Next Board Meeting: Thursday, October 16, 2025 at 8:30 am at Visit Santa Barbara office
Next Executive Committee Meeting: Thursday, November 13, 2025

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.