VISIT
SANTA BARBARA

Group Sales Advisory Committee Meeting

Tuesday, January 6, 2026, from 8:30 – 9:30 a.m.
Location: Visit Santa Barbara, 500 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

Guest Speaker 1: Chris Hastert, Airport Director, City of Santa Barbara Airport
Guest Speaker 2: Elizabeth Almand, Director of Accounts, Cvent

Action Items

1. **Call to Order** — **Bradley Cance**
2. **Antitrust Compliance** — **Bradley Cance**
3. **Public Comment** — **Members of the Public**
   (Three minutes per member of the public)
4. **Approval of Agenda** — **Bradley Cance**
   Recommended Action: Approve agenda for the January 6, 2026, meeting and minutes of the September 23, 2025meeting.

Discussion Items

5. **Opening and Introductions** — **Bradley Cance**
6. **Objectives of the Committee** — **Bradley Cance**
   The Sales Advisory Committee shapes and aligns the region's group sales strategy to maximize the impact of Visit Santa Barbara's resources by:

   a. Sharing intelligence and perspectives on group business performance
   b. Developing selling points for Santa Barbara that will distinguish the destination from competitors
   c. Evaluating VSB's group programs—such as trade shows and sales missions and mission schedules
   d. Proposing innovative client engagement tactics

7. **VSB Group Sales & Trends Update** — **Beth Olson**
   Staff will report on VSB sales data and insights from Demand360+.

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8. **Cvent Santa Barbara Group Sales & Trends Update** **Elizabeth Almand**
   Elizabeth will report on Santa Barbara regional insights from Cvent.

9. **Adjourn**

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 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 x 105 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.