VISIT
SANTA BARBARA

Executive Committee Meeting

Thursday, January 8, 2026, 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** — **Tom Patton**
2. **Antitrust Compliance** — **Tom Patton**
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** — **Tom Patton**
   Recommended Action: Approve minutes for the November 13, 2025, meeting, agenda for January 8, 2026 meeting and October and November 2025 Financial Report as presented by Janet Ames.

Discussion Items

5. **TOT Analysis and Potential Rate Impacts** — **Kathy Janega-Dykes**
   Recommendation: Review the report from Tourism Economics—analysis of impacts of TOT increases.
6. **Recap of Meeting with Santa Barbara South Coast Chamber of Commerce** — **Tom Patton**
   Recommendation: Recap of meeting with Kristen Miller, and past chair, Randy Berg of Santa Barbara South Coast Chamber of Commerce.
7. **FIFA Host Agreement Overview** — **Kathy Janega-Dykes**
   Recommendation: Provide an overview of the proposed agreement between Visit Santa Barbara and FIFA to host training teams, and to review the associated recommendation.
8. **TBID Chair Resignation** — **Tom Patton**
   Recommendation: Discussion and recommendation regarding the appointment of TBID Chair of the Visit SB Board of Directors, replacing Warren Nocon.
9. **Good of the Order** — **Tom Patton**
   Recommendation: This portion of the meeting is reserved for the Executive Committee to make recommendations for future Executive Committee agenda items.

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10. Adjourn **Tom Patton**

Next Board Meeting: Thursday, January 15, 2026 at 8:30 am at Visit Santa Barbara office
Next Executive Committee Meeting: Thursday, February 12 2026

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.