

VISIT SANTA BARBARA

Board of Directors Meeting
Thursday, March 19, 2026 - 8:30 to 10:00 a.m.
Location: Visit Santa Barbara
(500 E Montecito Street, Santa Barbara, CA 93103)

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: Erin Markey, Creeks Division Manager, City of Santa Barbara

Action Items

- 1. Call to Order** **Chris Cline**
- 2. Antitrust Compliance** **Chris Cline**
- 3. Public Comment** **Members of the Public**
Three minutes per member of the public.
- 4. Approval of Agenda, Meeting Minutes and Financial Reports** **Chris Cline**
Recommended Action: Approve agenda for the March 19, 2026, board meeting, meeting minutes from the February 18, 2026, board meeting and financial reports for January 2026.
- 5. Approval of Nominations Committee** **Chris Cline**
Recommended Action: Appoint an advisory Nominating Committee, consisting of the Vice Chair, Bradley Cance and four members of the Corporation. The first nominations committee is scheduled for early April.
- 6. Approval of Website Redesign & RFP Process** **Chris Cline**
Recommended Action: Approve the scope of work and tentative budget for the website redesign project and authorize issuance of a Request for Proposals (RFP) to solicit qualified vendors. Staff will incorporate board input on priorities and key considerations into the final scope of work prior to release.

Discussion Items

- 7. Dashboard Review** **Casey LaHonta**
Recommendation: Staff will provide a live overview of the newly implemented data dashboards developed through the previously approved analytics vendors, highlighting key reporting features, available data insights, and ongoing performance tracking.

VISIT SANTA BARBARA

8. Recap of City Council Meeting

Chris Cline

Recommendation: Provide an update on the City of Santa Barbara's consideration of increased revenue measures, and recommended next steps related to opposition of a potential TOT increase.

9. Sports & Festival Task Force Update

Kathy Janega-Dykes

Recommendation: Update on formation and mission of Sports & Festivals Task Force to proactively attract sporting events, festivals, and other signature events to the area. First meeting is scheduled for March 25, 2026.

10. Community Reports

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

- **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**

11. 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.

12. 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.

13. Adjourn

Next Board Meeting: Thursday, April 16, 2026 **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.*