

VISIT SANTA BARBARA

Board of Directors Meeting
Thursday, April 16, 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

This Board meeting will follow a slightly different format as we focus on several timely, high-priority topics. This session is intended to keep the Board closely engaged and gather feedback to help refine next steps. The agenda will include a discussion on the City of Santa Barbara's short-term rental policy recommendations, followed by an interactive strategic planning update sharing key insights and emerging direction.

Discussion Items

1. Santa Barbara Short Term Vacation Rental Policy (30 minutes)

**Councilmember Mike Jordan
Councilmember Eric Friedman
Dustin Hosieth**

Overview of the City of Santa Barbara's recommendations regarding short-term rental policy, including perspectives from City representatives and input from the Santa Barbara South Coast Chamber of Commerce.

2. VSB Strategic Plan Session (60 minutes)

Whereabout Team

The remainder of the meeting will be a facilitated work session led by our strategic planning consultants from Whereabout, focused on advancing development of our three-year strategic plan.

To date, the process has included more than 150 stakeholder interviews and survey responses. During this session, the consultants will guide the Board through key findings and engage you in discussion to help shape the plan moving forward. This will include:

- Overview of the Strategic Considerations Report
- Review of outputs from the North Star workshop
- Facilitated discussion and Board input on priorities and direction

Your input is an important part of this process as we work toward a clear and actionable strategic plan.

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3. Adjourn

Next Board Meeting: Thursday, May 21, 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.

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.*