

# VISIT SANTA BARBARA

**Board of Directors Meeting**  
**Thursday, May 21, 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**

### **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 (5-min)** **Chris Cline**  
Recommended Action: Approve agenda for the May 21, 2026, board meeting, meeting minutes from the March 19, 2026, board meeting, and financial reports for February and March 2026.
- 5. Nomination of New TBID Committee Member (5-min)** **Chris Cline**  
Recommended Action: Appoint David Putnicki of Hotel California and Tanner Turner of The Milo to the TBID Committee term ending 2029.
- 6. Approval of Nominations Committee Recommendations for FY27 (5-min)** **Chris Cline**  
Recommended Action: The Board of VSB will review and vote to approve the slate of nominations recommended by the Nominations Committee for FY 27.
- 7. Approval of Strategic Plan (40-min)** **Vanessa Bechtol**  
Recommended Action: Review and approve Visit Santa Barbara's Strategic Plan, including the organization's purpose, value proposition, destination positioning, and strategic objectives to guide organizational priorities and initiatives.

### **Discussion Items**

- 8. Community Reports (5-min)**  
This portion of the meeting included for each entity listed below to provide a brief update:

# VISIT SANTA BARBARA

- Santa Barbara City Council
- City of Goleta
- SB South Coast Chamber
- Santa Barbara Airport
- Downtown CBID

Councilmember Mike Jordan  
Councilmember Luz Reyes-Martin  
Mary Lynn Harms-Romo  
Chris Hastert  
Trevor Large

**9. President's Report** *(5 minutes)*

**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.

**10. Good of the Order** *(5-min)*

**Chris Cline**

This portion of the meeting is reserved for the Board of Directors to make recommendations for future agenda items.

**11. Adjourn**

**Next Board Meeting:** Thursday, June 18, 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.*