

# VISIT SANTA BARBARA

## Board of Directors Meeting & TBID Committee Meeting

Thursday, June 18, 2026 - 8:30 to 10:00 a.m.

Location: The Ritz-Carlton Bacara, Santa Barbara

Salon 6

(8301 Hollister Ave, Santa Barbara, CA 93117)

### PURPOSE

We enhance quality of life for Santa Barbara South Coast residents through inspiring visitation that fosters sustainable economic growth, managing the region's reputation and supporting the vibrancy of our diverse communities.

### AGENDA

#### **Networking Breakfast (8:00 – 8:30 a.m.)**

**Salon 6**

Please enjoy breakfast and take this opportunity to network with fellow Board Members, TBID Committee Members, Incoming Board Members, and Visit Santa Barbara staff prior to the start of the meeting.

#### **Action Items**

##### **1. Call to Order (8:30 a.m.)**

**Chris Cline**

- Welcome Board Members, TBID Committee Members, and Incoming Board Members
- Overview of Joint Meeting Format

##### **2. Antitrust Compliance**

**Chris Cline**

##### **3. Public Comment**

**Members of the Public**

Three minutes per member of the public.

##### **4. Approval of TBID Agenda, Minutes & TBID Financial Reports (3-min)**

**Tom Patton**

TBID Recommended Action: Approve the agenda for today's meeting, minutes from the meeting on January 22, 2026, and most recent TBID financial reports.

##### **5. Approval of FY 26/27 Proposed Budget and Business Plan (60-min)**

**Chris Cline**

Recommendation: The Visit Santa Barbara staff will present the proposed FY 2026/27 Business Plan and Budget, including strategic priorities, key initiatives, performance objectives, and financial assumptions for the upcoming fiscal year. Following the presentation, members of the TBID Committee and Board of Directors will have an opportunity to ask questions and discuss the proposed Business Plan and Budget.

##### **TBID Recommended Action:**

**Tom Patton**

Approve FY 2026/27 VSB Business Plan and Budget.

##### **Board of Directors Recommended Action:**

**Chris Cline**

Approve FY 2026/27 VSB Business Plan and Budget.

#### **Conclusion of TBID Committee Meeting**

**Tom Patton**

TBID meeting concludes but members are welcome to stay.

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- 6. Approval of Agenda, Meeting Minutes and Financial Reports (3-min)** **Chris Cline**  
Recommended Action: Approve agenda for the June 18, 2026, board meeting, meeting minutes from the May 21, 2026, board meeting, and financial reports for April 2026.
- 7. Approval of FY 26/27 Executive Committee Slate (2-min)** **Chris Cline**  
Recommended Action: Approve the proposed Executive Committee slate for FY 26/27; Chairman Bradley Cance, The Ritz-Carlton Bacara Santa Barbara; Vice Chairman Rebecca Anderson, Lotusland; Treasurer Dan Glaeser, CalPrivate Bank; Secretary Leslie Brickell, Residence Inn by Marriott Santa Barbara Goleta; Marketing Chair Tim Snider, Fess Parker Winery & Vineyard; Past Chairman Chris Cline, Hotel Santa Barbara.
- 8. Approval of FY26/27 TBID Chair (2-min)** **Chris Cline**  
Recommended Action: Approve the appointment of Tom Patton to serve as Chair of the Tourism Business Improvement District (TBID) Committee for FY 26/27. The Chair will be responsible for leading committee meetings and guiding discussions related to TBID-funded programs and initiatives.
- 9. Approval of Audit (15-min)** **Chris Cline**  
Recommended Action: Review and approve the independent Auditor's Report and Financial Statements for the fiscal year ended June 30, 2025. Discussion will include key findings, financial highlights, and any recommendations provided by the auditors.

## Discussion Items

- 10. Acknowledgement of Outgoing Board Member (2-min)** **Chris Cline**  
Recognition and acknowledgement of outgoing Board member Ben Sprague, for his service, and contributions on the Visit Santa Barbara Board of Directors term 2023-2026.
- 11. Acknowledgement of Outgoing Chair (2-min)** **Tom Patton**  
Recognition and acknowledgement of outgoing Board Chair Chris Cline for his leadership, service, and contributions during his term as Chair for 2025-2026.
- 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, July 23, 2026    **Location:** Visit Santa Barbara Office

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**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.*