

VISIT SANTA BARBARA

Board of Directors Meeting
Thursday, July 23, 2026 - 8:30 to 10:00 a.m.
Location: Visit Santa Barbara
(500 E Montecito Street, Santa Barbara, CA 93103)

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

Guest Speaker: Marjie Kern, Executive Director, Santa Barbara County Association of Governments (SBCAG). Marjie will provide an update on the Highway 101 construction project, including the project timeline, current progress, and what we can expect in the months ahead. She will also share an overview of the new Amtrak commuter service that launched in May. (20-min)

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 July 23, 2026, board meeting, meeting minutes from the June 18, 2026, board meeting, and financial reports for May 2026.

Discussion Items

- 5. Conflict of Interest Statement (5-min)** **Chris Cline**
Recommended Action: Discussion of conflict-of-interest statements and request their completion to ensure compliance with organizational governance and ethical standards.
- 6. Market Conditions Update and Discussion** **Visit Santa Barbara Staff**
Receive staff updates and committee discussions on the following topics:
 - **FIFA World Cup 2026 Recap (15-min)** **Cat Lopez**
 - a) Update on hotel performance, recent activities and collaborations, and the implications for Visit Santa Barbara and our tourism economy related to FIFA World Cup 2026.
 - **Hotel Performance Overview (15-min)** **Casey LaHonta**
 - b) Presentation of recent hotel performance metrics, including occupancy, average daily rate (ADR), and revenue per available room (RevPAR)
 - c) Comparative analysis with historical data and key competitor destination

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Board Discussion: Open discussion among board members to share on-the-ground observations and insight

7. Community Reports (5-min)

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**
- **Santa Barbara Airport** **Chris Hastert**
- **Downtown CBID** **Trevor Large**

8. President's Report (5-min)

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.

9. 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.

10. Adjourn

Next Board Meeting: Thursday, September 17, 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.

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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.*