

VISIT SANTA BARBARA

Executive Committee Meeting

Thursday, September 10, 2026, from 8:30 am – 9:30 am

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

Action Items

1. **Call to Order** **Bradley Cance**
2. **Antitrust Compliance** **Bradley Cance**
3. **Public Comment- Includes items on the agenda and not on the agenda** **Members of the Public**
(3 minutes per member of the public)
4. **Approval of Minutes, Agenda & Financials** **Bradley Cance**
Recommended Action: Approve minutes for the July 21, 2026, meeting, agenda for September 10, 2026 meeting and June and July 2026 Financial Reports as presented by Dan Glaeser.

Discussion Items

5. **VSB Board Vacancy** **Bradley Cance**
Recommendation: Recommend the appointment of Barry Dorsey, General Manager of Hotel Virginia, to the Visit Santa Barbara Board of Directors to fill the vacancy created by Chris Cline's departure.
6. **Hotel Investment in Destination** **Tom Patton**
Recommendation: Receive an update on the local hotel industry's investment in destination marketing and its impact on the destination, based on FY26 STR revenue and marketing allocations.
7. **City Council Candidate Outreach & Tourism Advocacy Strategy** **Tom Patton**
Recommendation: Discuss a strategy for engaging with City Council candidates to educate them about the importance of Santa Barbara's tourism economy, Visit Santa Barbara's role, and key issues affecting the hospitality industry. Seek Executive Committee input on advocacy priorities and outreach efforts leading up to the election.
8. **FY 26/27 Strategic Priorities Update** **Kathy Janega-Dykes**
Recommendation: Receive an abbreviated update on Visit Santa Barbara's key strategic priorities and major initiatives for FY26/27. A comprehensive update will be presented to the VSB Board of Directors on September 21.

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9. VSB & Chamber Joint Alignment Process

Tom Patton

Recommendation: Receive an update on the status of the joint alignment process between Visit Santa Barbara and the Santa Barbara South Coast Chamber of Commerce.

10. Good of the Order

Bradley Cance

Recommendation: This portion of the meeting is reserved for the Executive Committee to make recommendations for future Executive Committee agenda items.

11. Adjourn

Bradley Cance

Next Board Meeting: Thursday, September 17, 2026 at 8:30 am at Visit Santa Barbara office

Next Executive Committee Meeting: Thursday, October 8, 2026

NOTICE TO PUBLIC: You are welcome and encouraged to participate in this meeting. Public comment is taken (3 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 take action 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.*