

VISIT SANTA BARBARA

Board of Directors Meeting

Thursday, September 17, 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: Jill Zachary, Parks and Recreation Director, City of Santa Barbara.

Presentation on the City's Parks & Recreation Master Plan, including the community outreach process and the role of parks and open spaces in enhancing the visitor experience.
(20-min)

Action Items (15-min)

1. **Call to Order** **Bradley Cance**
2. **Antitrust Compliance** **Bradley Cance**
3. **Public Comment** **Members of the Public**
Three minutes per member of the public.
4. **Approval of Agenda, Meeting Minutes and Financial Reports** **Bradley Cance**
Recommended Action: Approve agenda for the September 17, 2026, board meeting, meeting minutes from the July 23, 2026, board meeting, and financial reports for June and July 2026.
5. **Approval of Increase in CEO Check Signing Authority from \$5k to \$10k** **Bradley Cance**
Recommended Action: Approve the increase of the CEO's signing authority for checks and invoices from \$5k to \$10k to streamline payment processing and administrative efficiency.
6. **Approval of New Board Members** **Bradley Cance**
Recommended Action: Approve the nomination of Barry Dorsey, General Manager of Hotel Virginia and David Putnicki, General Manager of Hotel Californian to the Board of Directors term ending 2029.

Discussion Items

7. **Audit Firm Selection (3-min)** **Dan Glaeser**
Recommendation: Receive an update on the Audit Committee's selection of McGowan Guntermann to conduct Visit Santa Barbara's FY 2025/26 annual financial audit.

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8. Sales Performance & Economic Impact Dashboards (15-min)

Beth Olson

Recommendation: Receive an update from Beth Olsen on two dashboards utilized by the Sales Department to track and evaluate sales performance. The presentation will highlight the Sales Intelligence Dashboard, which measures booking activity, production and performance trends, and the Economic Impact Dashboard, which quantifies the broader economic value of group meetings, sporting events and other events booked in Santa Barbara.

9. Three-Year Strategic Plan: Implementation Update (5-min)

Kathy Janega-Dykes & Vanessa Bechtol

Recommendation: Receive an update on the implementation of Visit Santa Barbara's three-year Strategic Plan, adopted by the Board last spring. Staff will highlight progress to date, key initiatives and projects planned for the current year, and anticipated timelines for implementation.

10. Community Reports (5-min)

This portion of the meeting included for each entity listed below to provide a brief update:

- **Santa Barbara City Council**
- **City of Goleta**
- **Santa Barbara Airport**
- **Downtown CBID**

Councilmember Mike Jordan

Councilmember Luz Reyes-Martin

Chris Hastert

Trevor Large

11. 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.

12. Good of the Order (5-min)

Bradley Cance

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, October 15, 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.*