VISIT
SANTA BARBARA

Tourism Business Improvement District Committee Meeting

Tuesday, November 3, 2026, from 8:30 – 10:00 a.m.

Location: Visit Santa Barbara Office

(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.

Guest Speakers:

(30-min)

Rene Everly, Assistant City Administrator, City of Santa Barbara
Jason Levy, Emergency Services Manager, City of Goleta
Stacy Silva, Interim Director of Emergency Management, County of Santa Barbara

El Niño Community Preparedness: Representatives from the City of Santa Barbara, Santa Barbara County, and the City of Goleta will discuss winter storm preparedness efforts and key considerations for local businesses.

AGENDA

Welcome and Introductions — **Tom Patton**

Action Items

1. **Call to Order** — **Tom Patton**

2. **Antitrust Compliance Policy** — **Tom Patton**

3. **Public Comment** — **Members of the Public**
   Three minutes per member of the public.

4. **Approval of Agenda, Minutes & TBID Financial Reports** — **Tom Patton**
   Recommended Action: Approve the agenda for today's meeting, minutes from the meeting on June 18, 2026, and most recent TBID financial reports.

Discussion Items

5. **El Niño Preparedness** *(20-min)* — **Visit Santa Barbara Staff**
   Recommendation: As we prepare for a potentially unpredictable winter season, VSB staff will share Sales, marketing, and promotional efforts to keep travelers informed and inspired to visit Santa Barbara throughout the rainy season.

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6. **Hotel Performance and Visitor Insights** *(20-min)* **Casey LaHonta**
   Recommendation: Presentation of the Visitor Insights Dashboard including a review of the data and a live demonstration of the dashboard. The dashboard includes visitation data such as trip length and type, pointof-interest (POI) visitation patterns, and visitor origin market and demographics.

7. **Good of the Order** **Tom Patton**
   This portion of the meeting is reserved for the committee members to make recommendations for future agenda items.

8. **Adjourn** **Tom Patton**

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 Comment 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 (VSB) 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 VSB and by representatives of any members of the organization. At any meeting of the membership of VSB or any committees of VSB, or at any meeting where any employee of the organization 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.*