

SANTA BARBARA

THE AMERICAN RIVIERA®

Marketing Committee Meeting

Monday, May 7, 2018 8:30 A.M- 10:00 A.M.

Location: Visit Santa Barbara, 500 E. Montecito Street, Santa Barbara, CA 93103

AGENDA

Welcome and Introductions

Ryan Parker

Action Items

1. Call to Order

Ryan Parker

2. Antitrust Compliance

Ryan Parker

3. Public Comment

Members of the Public

4. Approval of Agenda

Ryan Parker

5. Approval of January 16, 2018 Minutes

Ryan Parker

Discussion Items

6. Outline of Marketing Plan

Kathy Janega-Dykes

- Situational Analysis
- Strategic Overview

7. Department Plans

- Advertising
- Content Marketing & Social Media
- Group Sales & Travel Trade
- Film & Special Events

Noelle Buben
JessyLynn Perkins
Michelle Carlen
Ryan Grau

8. Questions/ Comments

Ryan Parker

9. Adjourn

Ryan Parker

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MISSION: The primary mission is to enhance the economies of the City of Santa Barbara, South Coast communities and Santa Barbara County areas through tourism marketing that increases business revenue, tax revenue and creates jobs.

VISION: Visit Santa Barbara is committed to promoting and elevating Santa Barbara's position as world-class destination for leisure and business travel. Visit Santa Barbara further serves to ensure tourism continues to contribute on a large scale, thereby enhancing the quality of life for all who live, work and play here.

NOTICE TO PUBLIC: You are welcomed 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 Lynda Dees 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.*

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Meeting Minutes FY 2017/2018 Marketing Committee Meeting Monday, May 7, 2018

Attending: Skip Abed, Michael Cohen, Anna Jacobson, Mary Lynn Harms- Romo, Claudia Shou, Mitchell Sjerven, Sarah York Rubin, Tom Patton, Ryan Parker, Carlos Lopes, Paulina Tran, Katie Grassini, Millie Matz, Kate Kurlas, Robin Gose

Absent: Dan Jaffurs, Leslie Mackillop, Kristen Miller, Eric Schiffler, David Sigman, Dean Noble, Laura Ray, Kate Schwab, Barry Dorsey, Ellen Thornton, Gary Griggs, Janice Snowden, Kate Schwab, Martha Swanson

Staff: Kathy Janega-Dykes, Angelica Ramirez, Janet Ames, Noelle Buben, Karna Hughes, Jessylynn Perkins, Jocilyn Schumacher, Michelle Carlen, Ryan Grau, Carley Bates, Elske Free

Location: Visit Santa Barbara, 500 E. Montecito Street, Santa Barbara, CA 93103

1. Call to Order

Ryan Parker called the Marketing Committee meeting to order 8:33 a.m.

2. Antitrust Compliance

It is the policy of Visit Santa Barbara to fully comply with the antitrust laws of the United States.

3. Public Comment

No public comment.

4. Approval of Agenda

Tom Patton moved to approve the agenda of the May 7, 2018 Marketing Committee meeting; Katie Grassini seconded; and the motion was passed unanimously.

5. Approval of Minutes of the January 16, 2018 Marketing Committee meeting

Tom Patton moved to approve the meeting minutes of the January 16, 2018 Marketing Committee meeting; Skip Abed seconded; and the motion was passed unanimously.

6. Outline of Marketing Plan

Kathy Janega-Dykes identified the situational analysis and strategic overview of the marketing plan and encouraged the committee to provide their feedback. Kathy stated that she would like to see strategic alliances amplify the destination brand and reclaim business lost in the recent disasters.

7. Department Plans

The sales, marketing, communications and film departments shared their key objectives and key strategies for the upcoming fiscal year. Each department shared insight on trends in their respective departments.

8. Questions/ Comments

9. Adjourn

With no other business, the meeting adjourned at 10:09 a.m.