

Grow Our Bicycle Tourism Conference

Agenda

February 5, 2014

- 9:10 Welcome, Overview, Goals**
Supervisor Steve Bennett, Ventura County First District
Steve.Bennett@ventura.org

Supervisor Salud Carbajal, Santa Barbara County First District
SupervisorCarbajal@sbcbos1.org
- 9:25 Economic Benefits of Bicycle Tourism**
Marlyss Auster, Executive Director
Ventura Visitor & Convention Bureau
marlyss@ventura-usa.com
- 9:50 Santa Barbara and Ventura Counties Marketing Together**
Kathy Janega-Dykes, President/CEO
Visit Santa Barbara
kathyjd@santabarbaraca.com
- 10:20 What Bike Tourists Look For**
Consumer Perspective –
Kate Faulkner
Channel Islands Bike Club
kerfaulkner@gmail.com

Tour Operator Perspective –
Kelly Pasco
The Mob Shop
kelly@themobshop.com

Tim Rhone
The Mob Shop
tim@themobshop.com
- 11:00 Panel Discussion and Group Brainstorm**
How to Move Forward
- 11:50 Closing and Appreciations**

Meeting Notes will be available online on the Supervisors' websites at:
www.ventura.org
-and-
www.countyofsb.org