

**Visit Huntington Beach  
Executive Committee Meeting Minutes**

Thursday, Feb 25, 2016

3:30 p.m. – 5:00 p.m.

Hyatt Regency Huntington Beach Resort & Spa

Heron Boardroom

21500 Pacific Coast Highway

Huntington Beach, CA 92648

*Public Notice Information: In accordance with the Ralph M. Brown Act, VHB agendas are available for public review outside the City of Huntington Beach Council Chambers at 2000 Main Street at least 72 hours prior to each meeting. The agendas are also posted on the VHB website at [surfcityusa.com](http://surfcityusa.com). Questions on agenda items may be directed to Kelly Miller, VHB President/CEO, at (714) 969-3492 or [Kelly@surfcityusa.com](mailto:Kelly@surfcityusa.com).*

VHB Mission: To position Surf City USA® as the preferred California beach destination in order to maximize **overnight visitor** spending, **destination development** and **quality of life** for all residents.

**MINUTES**

- I. Call to Order and Antitrust Reminder (*see reverse*) by Chair Peter Rice at 3:35 PM.
- II. Roll Call:  
Present: Fischer (The Waterfront Beach Resort, a Hilton Hotel), Barnes (Duke's Huntington Beach), Thompson (First Bank) Present at first, but had to leave for family emergency, Patel (Best Western Harbour Inn & Suites), Rice (The Hyatt Regency Resort & Spa), Blakeslee (Pasea Hotel and Spa). Not Present: McNally (Kimpton Shorebreak Hotel).
- III. Announcement of Late Communications: None
- IV. Public Comments — Chairperson (limited to 3 minutes/person): None  
*VHB welcomes public comments on all items on this agenda or of community interest. We respectfully request that this public forum be utilized in a positive and constructive manner. Please focus your comments on the issue or concern that you would like to bring to the attention of the Executive Committee.*
- V. Consent Agenda – Kelly Miller: Motion by Rice, seconded by Patel to accept the consent agenda.
  - a. Latest TOT / TBID Reports: TOT/TBID revenues for December 2016 were up 8%. Hotels with over 151 rooms were up 7% and hotels under 150 were up 13.5% for the month. YTD revenues for both TOT/TBID for the first three months of the FY (Oct-Nov-Dec) are now up 4.4% over FY 14-15.
  - b. Financials: The financials should be ready for the full Tuesday, March 1 VHB board meeting.
- VI. Chairman's Report (Rice)
- VII. Brief Department Updates (Miller)

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- a. Marketing and PR
- b. Sales
- c. Film, Sports and Travel Trade
- d. Visitor Services and Information Technology

"Heads in Beds"

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- VIII. President's Report by Kelly Miller
- a. HBISM update including info on HBISM's new Executive Director Diana Dehm (Diana will be attending the March 1 VHB Board Meeting)
  - b. Wayfinding and next visit by MERJE (March 29-30) for Phase Two
  - c. Community relations and local advocacy
  - d. Ambassador program
  - e. CalTravel update on several legislative issues
  - f. Responsive website progress
  - g. Surf City USA licensing program
- IX. New Business
- X. Next Executive Committee Meeting: Thursday, March 24, Hyatt Regency Huntington Beach Resort & Spa at 3:30 p.m.
- XI. Adjournment

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*ANTITRUST COMPLIANCE POLICY*

*It is the policy of the Huntington Beach Marketing & Visitors Bureau to comply fully 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 stakeholders of the Bureau and by representatives of any stakeholders of the Bureau.*

*At any meeting of the directors of the Bureau or any committees of the Bureau, or at any meeting where any employee of the Bureau is present or where the Bureau 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 stakeholders, 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 stakeholders covering increases or reductions in 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.*