

**Visit Huntington Beach
Board of Directors Meeting Minutes**

Tuesday, October 25, 2016

Hyatt Regency Huntington Beach Resort and Spa
21500 Pacific Coast Highway
Huntington Beach, CA 92648
3:30 p.m. to 5:00 p.m.

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. Questions on agenda items may be directed to Kelly Miller, VHB President & CEO, at (714) 969-3492 or 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

1. Call to Order and Antitrust Reminder (*see reverse*) by Chair Peter Rice: **3:31 PM**

2. Roll Call:

Present: Rice (Hyatt Regency Resort & Spa), Bernardo (ASP North America), Blakeslee (Paséa Hotel and Spa), Dodge (Huntington Capital Corporation), Fischer (Waterfront Beach Resort, A Hilton Hotel), O’Callaghan (Huntington Beach Chamber of Commerce), Simpson (Kimpton Shorebreak Hotel), Snow (Rainbow Environmental Services), Solanki (Ocean Surf Inn), Szilagyi (Best Worldwide Chauffeured Transportation), Thompson (First Bank), Townend (The ActivEmpire), Truxaw (Mama’s Restaurant on 39), Van Voorhis (Sunset Beach Community Association), Whitney (Prjkt Hospitality & Concessions Group).

Absent: DeGuzman (Hotel Huntington Beach), DeSoto (Experian), Mantini (Retired-The Boeing Company), McCarley (John Wayne Airport), Smith (Huntington Beach Wetlands Conservancy), Van Doren (Vans)

Additional Attendees: Tonya Imada (Visit Huntington Beach), Kelly Miller (Visit Huntington Beach), Elsie Rodriguez (Visit Huntington Beach), Steffany Sensenbach (Visit Huntington Beach), Rachel Volbert (Visit Huntington Beach), Dahle Bulosan (City of Huntington Beach), Barbara Delgleize (City of Huntington Beach), Kellee Fritzal (City of Huntington Beach).

3. Announcement of Late Communications: Rice
None

4. Public Comments — Chairperson (limited to 3 minutes/person):
The 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 Board.
None

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5. Consent Agenda (Nicole Thompson and Kelly Miller)
 - a. Approval of previous Meeting Minutes
 - b. Latest TOT/TDIB & CBRE Group (PKF) Reports (August 2016)
 - c. Most current monthly financials statements

Thompson went over the TOT/ TBID reports for August 2016. TOT and TBID receipts were up by 15.7% for the month and up 7.7% for the year. CBRE/ PKF for August 2016 was not available before the meeting. Financials were presented for July 2016.

Motion made to approve the Consent Agenda by O’Callaghan. Seconded my Dodge. All approve. None oppose.
6. Chairman’s Report (Peter Rice): **None**
7. Brief Staff Monthly Update
 - a. Marketing and Communications: Kelly Miller gave a brief update of Marketing and PR
 - b. Film & Travel Trade Update: Kelly Miller gave a brief update of Film & Travel Trade
 - c. Sales and Surf City USA Shuttle: Elsie Rodriguez gave a brief update of Sales Department
 - d. Visitor Services, Ambassador and Information Technology: Nicole Llido gave a brief update of Visitor Services and Information Technology
8. Update on Wayfinding program (MERJE, City of HB, VHB Staff)
 - John Bosio updated the Board on the community-wide Wayfinding Project.
9. New Website Update (Volbert)
 - The website new beta version is getting close to being completed
 - The anticipated launch is the 3rd week of January, 2017
10. 2015 Community Stakeholder Survey Results (Miller)
 - Will be presented at the November 22nd Board Meeting
11. Future Destination Product Development Criteria Approval (Miller)
 - Criteria was presented to help guide the VHB Board and related committees in funding future DPD projects.
 - Motion made to accept the working criteria for the DPD by Bernardo. Seconded my Thompson. All approve. None oppose.

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12. Approval (vote) on Compensation Committee recommendation to move forward with finalizing new 3-year contract for VHB President & CEO [FY 2016-17 through FY 2018-19] (Rice) (Note: Contract specifics were included this meeting's VHB Board packet, under the October 20th Exec Committee meeting minutes. These minutes and actions were approved in the Consent Agenda).
 - New contract would go through 2018-19
 - Motion made by Snow to approve the new contract for Kelly Miller. Seconded by Dodge. All approve. None oppose.

13. Advocacy Committee Update (Steve Dodge & Staff)

An update was provided on what the Advocacy Committee has been working on. The Committee continues to closely monitor national, state, and local policy decisions that could affect the local visitor industry.

14. City of Huntington Beach Update (Kellee Fritzal)
 - Film and photoshoot permits continue to do well in the Huntington Beach area.
 - Kellee Fritzal introduced Dahle Bulosan, Finance Manager – Accounting Services at the City of Huntington Beach.
 - o He discussed the Finance Department wanting to be a resource for all HB hotels and VHB.

15. Huntington Beach Chamber of Commerce: (James O'Callaghan)
 - O'Callaghan gave a brief update on Chamber activities including:
 - o The Chamber Board Retreat
 - o Working with all businesses on the Holiday Raffle
 - o Community Angels Night

16. Open Discussion/Announcements
 - Van Voorhis: Halloween party on the greenbelt in Sunset Beach
 - o Star Wars theme
 - o Free
 - Bernardo: U.S. Open of Surfing dates are July 30 – August 6, 2017

17. Adjournment: **5:00PM**

Key Dates to Remember:

The next scheduled VHB Board of Directors Meeting will be **Tuesday, November 22nd 3:30 pm – 5:00 pm at The Waterfront Beach Resort, a Hilton Hotel , Room TBD**

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ANTI-TRUST COMPLIANCE POLICY

It is the policy of Visit Huntington Beach (VHB) 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 VHB and by representatives of any stakeholders of VHB.

At any meeting of the directors of VHB or any committees of VHB, or at any meeting where any employee of VHB is present or where VHB 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.*