

Visit Huntington Beach
Board of Directors Meeting Minutes
Tuesday, January 31, 2017
Huntington Beach Chamber of Commerce
Board Room
2134 Main Street, #100
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 **3:34 pm**

2. Roll Call:

Present: Rice (Hyatt Regency Resort & Spa), Bernardo (ASP North America), Blakeslee (Paséa Hotel and Spa), DeSoto (Experian), Fischer (Waterfront Beach Resort, A Hilton Hotel), Mantini (Retired-The Boeing Company), McCarley (John Wayne Airport), 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 (Prijkt Hospitality & Concessions Group).

Absent: Dodge (Huntington Capital Corporation), O'Callaghan (Huntington Beach Chamber of Commerce), Simpson (Kimpton Shorebreak Hotel), Smith (Huntington Beach Wetlands Conservancy), Van Doren (Vans)

Additional Attendees: Kelly Miller (Visit Huntington Beach), Jennifer Tong (Visit Huntington Beach), John Ehlenfeldt (Visit Huntington Beach), Nicole Llido (Visit Huntington Beach), Steffany Sensenbach (Visit Huntington Beach), Susan Thomas (Visit Huntington Beach), Kellee Fritzal (City of Huntington Beach), Jill Hardy (City of Huntington Beach), Robin Estanislau (City of Huntington Beach), Susan Price (County of Orange)

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**

Visit Huntington Beach
Board of Directors Meeting Minutes
Tuesday, January 31, 2017
Huntington Beach Chamber of Commerce
Board Room
2134 Main Street, #100
Huntington Beach, CA 92648
3:30 p.m. to 5:00 p.m.

5. Overview presentation by Susan Price, Director of Care Coordination for Orange County
Susan Price is the point person for Orange County in developing strategies and tactics focusing on coordinating services throughout the OC addressing the homeless population.
- County of Orange lost \$1.6 million 2 years ago in transitional housing
 - Many jurisdictions felt like they needed to move to permanent housing as a way of solution to homelessness
 - Two of biggest barriers to permanent housing are affordability and availability
 - Doing assessments every quarter
 - Currently in the Civic Center in Santa Ana there are 138 homeless people.
 - o Have gone from 461 homeless people to 138 with the Courtyard initiative
 - Medical field, child welfare system, criminal justice system, healthcare system all have contributed in one way or another to the conditions we have of homelessness.
 - Recommendation to all of the police chiefs in Orange County is to:
 - o Work with the health care agency to get a clinical liaison component to the law enforcement officers
 - o A homeless liaison team
 - o A PERT officer (psychiatric evaluation component to the law enforcement)
 - o Outreach tied to the law enforcement
 - o “Off the Streets” in Huntington Beach
 - 24 total recommendations in her report which can be reviewed on your own
 - One main thing in the report that does impact Huntington Beach and the surrounding areas: Service Planning Areas
 - o Service component as well as a mitigation component
 - A model of how we have to work in a downtown corps:
 - o Along Santa Ana River, they are making incremental progress in connecting people to resources that they are eligible for between February and June
 - o Have the police and service component working together and moving the homeless to appropriate places
 - Other programs to consider:
 - o “Make A Change” (parking meters)
 - o “Homeward Bound Program”/ “Family Reunification”
 - She wants to honor the city’s commitment and the city’s investment
 - We have to collaborate inland with other cities

Visit Huntington Beach
Board of Directors Meeting Minutes
Tuesday, January 31, 2017
Huntington Beach Chamber of Commerce
Board Room
2134 Main Street, #100
Huntington Beach, CA 92648
3:30 p.m. to 5:00 p.m.

6. Presentation by Robin Estanislau, HB City Clerk (Form 700, Brown Act, etc.)
 - Annual Form 700 Statement of Conflict of Interest deadline April 3rd
 - Log in yearly and submit your e-filing
 - How much info do I need to disclose/ what am I obligated to file?
 - o Members of VHB Board are considered a Category 1 Filer
 - There is an explanation as to what a Category 1 Filer must disclose
 - o What you file is considered a Public Record
 - FPPC can provide advise you in filling out your paperwork, but Robin cannot
 - Those rolling off the VHB Board need to file within 30 days of leaving the Board

7. Consent Agenda (Nicole Thompson)
 - a. Approval of previous Meeting Minutes
 - b. Latest TOT/TDIB & CBRE Group (PKF) Reports
 - c. Most current monthly financials statements
 - Thompson went over the TOT/ TBID reports for November 2016. TOT and TBID receipts were up by 14.2% for the month and up 18.7% for the year.
 - The October 2016 CBRE/ PKF report shows the OCTOBER Average Daily Rate for Huntington Beach at \$246.89, up 3.2% from last year; Occupancy is at 78.12%; REVPAR is \$192.87, up 1.5% from last year. The JANUARY-OCTOBER Average Daily Rate for Huntington Beach was \$263.63, up 1.6% from last year; Occupancy is at 80.44%, down 1.8% from last year, and REVPAR is \$212.07, down 0.2% from last year.
 - Financials for August 2016 were presented
 - Motion made to approve the Consent Agenda by Mantini. Seconded by Bernardo. All approve. None oppose.

8. Chairman's Report (Peter Rice) **None**

9. Brief Staff Monthly Update
 - a. Marketing and Communications/ Film & Travel Trade: Jennifer Tong gave a presentation on the Barcelona Principles and earned media value for reporting purposes. Susan Thomas gave a brief update on Marketing, PR, Film, and Travel Trade Departments.
 - b. Sales: Kelly Miller gave a brief update of the Sales Department
 - c. Visitor Services, Ambassador and Information Technology: Nicole Llido gave a brief update on Visitor Services, the Ambassador Program, and Information Technology.
 - d. Wayfinding Update: Kelly Miller gave a brief update on Wayfinding

Visit Huntington Beach
Board of Directors Meeting Minutes
Tuesday, January 31, 2017
Huntington Beach Chamber of Commerce
Board Room
2134 Main Street, #100
Huntington Beach, CA 92648
3:30 p.m. to 5:00 p.m.

- e. VHB Board of Directors Leadership Development: Kelly Miller spoke briefly on Board seats that need to be filled
- Chris DeGuzman has left the Board, so we will update the bylaws to now have 2 seats from the hotel community representing 150 rooms or less
 - Mike Van Voorhis will be leaving the Board as well
10. Advocacy Committee Update: Nicole Llido
- - 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.
 - o Joe Sturges (representing Senator Janet Nguyen) said there are not a lot of policy changes so far in administration
 - o Chamber government affairs meeting
 - o US Travel Association's stance on the travel ban
11. City of Huntington Beach Update (Kellee Fritzal)
- Curb Your Enthusiasm will do their kick-off in HB on February 10th
 - Police Dept. will be on new bike downtown
 - Posters going up Downtown "Give a Hand Up, Not a Hand Out"
12. Huntington Beach Chamber of Commerce: Jim O'Callaghan not here to give an update
13. Open Discussion/Announcements
- Possible future plans for the Magnolia Tank Farm
 - Huntington Beach Chamber Gala will be held Friday, February 24th.
14. Adjournment 5:03 **pm**

Key Dates to Remember:

- Next FULL BOARD MEETING: **Tuesday, March 2nd, 3:30 pm – 5:00 pm at the Hyatt Regency Huntington Beach Resort and Spa, Room TBD**
- HB Chamber of Commerce STATE OF HUNTINGTON BEACH: **Wednesday, March 15th 8:30 am – 10:30 am at Senior Center in Central Park**

Visit Huntington Beach
Board of Directors Meeting Minutes
Tuesday, January 31, 2017
Huntington Beach Chamber of Commerce
Board Room
2134 Main Street, #100
Huntington Beach, CA 92648
3:30 p.m. to 5:00 p.m.

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.*