

**Visit Huntington Beach  
Executive Committee Meeting**

Thursday, February 21, 2019

2:30 p.m. – 4:00p.m.

The Waterfront Beach Resort, a Hilton Hotel

Pacific A Room

21100 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.

**AGENDA**

- I. Call to Order and Antitrust Reminder (*see reverse*) by Chair Justin Simpson
- II. Roll Call:  
Fischer (The Waterfront Beach Resort, a Hilton Hotel), Leinacker (Paséa Hotel and Spa), Mantini (Individual-at-large with interest in tourism), Rice (The Hyatt Regency Resort & Spa), Simpson (Kimpton Shorebreak HB Resort), Solanki (Ocean Surf Inn & Suites), Szilagyi (Best-VIP Chauffeured Worldwide); Thompson (First Bank)
- III. Announcement of Late Communications
- IV. Public Comments — Chairperson (limited to 3 minutes/person):  
*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 (Nicole Thompson, Treasurer and Kelly Miller)
  - a. Latest TOT / TBID Reports
  - b. CBRE/PKF / STR Reports
  - c. Current Financials, if available
  - d. Minutes from previous Executive Committee Meeting
- VI. Chairman's Report (Simpson)
- VII. President & CEO Updates (Miller)
  - a. General discussion on recent inclement weather impact on 2019 winter visitor business
  - b. Topline takeaways from February Visit CA Marketing Outlook Forum
  - c. Destination Next 2.0
  - d. U.S. Travel Association IPW California Beach Festival
  - e. Communitywide Wayfinding
  - f. New Office Space
  - g. LA 2028 Update

**Visit Huntington Beach**  
**Executive Committee Meeting**  
Thursday, February 21, 2019  
2:30 p.m. – 4:00p.m.  
The Waterfront Beach Resort, a Hilton Hotel  
Pacific A Room  
21100 Pacific Coast Highway  
Huntington Beach, CA 92648

- VIII. Brief Department Updates (Miller)
- a. Sales
  - b. Marketing and PR
  - c. Film & Travel Trade
  - d. Visitor Services and Information Technology
- IX. Next Executive Committee Meeting: **Thursday, March 21<sup>st</sup>, 2:30 PM – 4:00 PM, Hyatt Regency Huntington Beach Resort and Spa, Room TBD**
- X. Adjournment

**Key dates to remember:**

Next FULL BOARD MEETING: **Tuesday, March 26<sup>th</sup>, 3:30pm – 5:00pm, Kimpton Shorebreak HB Resort, Room TBD**

**Tourism Builds Community**

**Visit Huntington Beach  
Executive Committee Meeting**  
Thursday, February 21, 2019  
2:30 p.m. – 4:00p.m.  
The Waterfront Beach Resort, a Hilton Hotel  
Pacific A Room  
21100 Pacific Coast Highway  
Huntington Beach, CA 92648

*ANTITRUST 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.*

*MEETING ASSISTANCE NOTICE – AMERICANS WITH DISABILITIES ACT*

*In accordance with the Americans with Disabilities Act the following services are available to members of our community who require special assistance to participate in EDC meetings. If you require special assistance, 48-hour prior notification will enable VHB to make reasonable arrangements. To make arrangements for an assisted listening device (ALD) for the hearing impaired, American Sign Language interpreters, a reader during the meeting and/or large print agendas, please contact Steffany Sensenbach at (714) 969-3492.*