

**Visit Huntington Beach**  
**Executive Committee Meeting Minutes**  
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.

**MINUTES**

- I. Call to Order and Antitrust Reminder (*see reverse*) by Chair Justin Simpson **2:37pm**
- II. Roll Call:  
*Present:* Fischer (The Waterfront Beach Resort, a Hilton Hotel), Mantini (Individual-at-large with interest in tourism), Rice (The Hyatt Regency Resort & Spa), Simpson (Kimpton Shorebreak HB Resort), Solanki (Ocean Surf Inn & Suites), Thompson (First Bank)  
  
*Absent:* Leinacker (Paséa Hotel and Spa), Szilagyi (Best-VIP Chauffeured Worldwide)  
  
*Additional Attendees:* Kelly Miller (VHB), Steffany Sensenbach (VHB)
- III. Announcement of Late Communications: **None**
- 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: **None***
- 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

**TOT receipts for the month of December 2018** were up 19.4%. Year to date TOT revenue for July 2018 through December 2018 totaled \$7,188,764, an increase of 19.6% over FY 17-18. **(Note: FY 17/18 only includes months October- June due to FY change. FY 18/19 includes new FY months July-June)** This resulted in a positive change in TOT collections of \$1,177,137 more revenue collected by the City over FY 17-18.

**TBID receipts for December 2018** were up the same percentage, 19.4%, and YTD revenue is up 19.6% over the previous FY. Total TBID receipts now total \$2,156,645, or an increase of \$353,154 over the previous FY.

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**CBRE/PKF report for December 2018** reflects that for the *four reporting major properties* in December, Average Daily Rate was \$241.20, up 3.4% from December 2017. Monthly occupancy was up 7.1% to 56.26%, and RevPar was up 10.7%, to \$135.69 for the month.

- **For January through December 2018**, ADR was \$280.08, or up 4.4%, Occupancy was up 8.6% to 74.65%, and RevPar was up 13.4% to \$209.09.

**STR report for January 2019** is for the *11 reporting properties*. Occupancy was up 9.7% to 63.3%, ADR was up 11.1% to \$217.27, and RevPar was up to \$137.53, an increase of 21.9%. –

- **For January through January 2018 versus the same period in 2017**, Occupancy is up 9.7% to 63.3%, ADR was up 11.1% to \$217.27, and RevPar was up to \$137.53, an increase of 21.9% (since this is the first reporting month of the year)
- **Hotel inventory supply for January** was up 0.1%, demand was up 9.8%, and revenue was up 22.0%.
- **Year to date** is the same since it is the first reporting month of the year.

**Current financials** are being reviewed for coding discrepancies so VHB can present the most accurate reports.

**Minutes from the previous Executive Committee Meeting** were reviewed by Committee Members. No questions were asked regarding the minutes.

Motion to approve the Consent Agenda made by Rice. Seconded by Fischer. All Approve. None oppose.

VI. Chairman’s Report (Simpson): **None**

VII. President & CEO Updates (Miller)

- a. General discussion on recent inclement weather impact on 2019 winter visitor business
  - Weather has been affecting everyone’s business in Huntington Beach
    - o The entire City is competing with mountain resorts and people planning last-minute trips to go to the snow
  - Visitation should pick up if the weather improves since Spring Break is a 6-7 week period
  - VHB will be pushing out messaging on social media to promote HB
- b. Topline takeaways from February Visit CA Marketing Outlook Forum
  - The big take-away is Visit California has engaged a strategic firm conduct a year-long study and produce a sustainable tourism destination plan. This is very timely due to “overtourism,” and the need to identify other less visited destination drivers in CA.
  - CODE: Curate Once, Distribute Everywhere
    - o Use the assets we have to promote HB to their fullest capacity
    - o Keep pushing messaging that makes the most sense
- c. Destination Next 2.0

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- DestinationNext results were good starting information
- VHB is costing out developing a long term Strategic Destination Master Plan as a next step to align vision and goals of VHB, the City, the Chamber of Commerce, the Downtown BID and other stakeholder groups with the citizens of HB.
- d. U.S. Travel Association IPW California Beach Festival
  - June 3<sup>rd</sup>, 6:30pm – 9:30pm
  - One of the stand-alone, open nights for IPW
  - Sponsors include Visit California, Anaheim, Newport Beach, Best-VIP Transportation, and Santa Monica.
  - Michelin Star awards *may* be presented at this event. More information will follow.
  - VHB is working on booking musical talent for the event
- e. Communitywide Wayfinding
  - Gateways will be going up next
  - Parking signs for parking decks will be manufactured next
    - o We decided to go with LED channel lighting
  - The wrap-around screen signage on Beach and PCH will be redone/ corrected for up to \$10,000.
    - o VHB Executive Committee members agree to this cost. (Update: The City has already fixed the screen issue).
- f. New Office Space
  - Some demo has been done
  - They will chalk-out the offices and entire space for approval by VHB so they can move forward with plan approval and start construction
  - The goal is to be moved in by June 1<sup>st</sup>
- g. LA 2028 Update
  - VHB will be hiring Engine Shop to assist us in our strategy for the 2028 Olympics Terrence Burns is with Engine Shop and is a noted expert on positioning HB in the best strategic light to be in the selection mix for Olympic Games venues for 2028.

VIII. Brief Department Updates (Miller)

- a. Sales
- b. Marketing and PR
- c. Film & Travel Trade
- d. Visitor Services and Information Technology
  - Kelly Miller gave a brief update of all events and accomplishments of VHB departments.

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: **3:30pm**

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**Key dates to remember:**

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

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*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.*