

Visit Huntington Beach
Executive Committee Meeting Minutes
Thursday, February 22, 2018
2:30 p.m. – 4:00 p.m.
Kimpton Shorebreak Hotel, *Bungalow Room*
500 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. 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

- I. Call to Order and Antitrust Reminder (*see reverse*) by Chair Justin Simpson **3:25pm**
 - Late start of meeting due to lack of quorum until 3:25pm

- II. Roll Call:
 - Present:* Fischer (The Waterfront Beach Resort, a Hilton Hotel), Simpson (Kimpton Shorebreak Hotel), Solanki (Ocean Surf Inn & Suites), Szilagyi (Best-VIP Chauffeured Worldwide); Thompson (First Bank)

 - Absent:* Leinacker (Paséa Hotel and Spa), Mantini (Individual-at-large with interest in tourism), Rice (The Hyatt Regency Resort & Spa)

 - 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.*

- V. Consent Agenda (Nicole Thompson, Treasurer and Kelly Miller)
 - a. Latest TOT / TBID Reports
 - b. CBRE/PKF / STR Reports
 - c. Current Financials
 - **TOT receipts for the month of December 2017** were up 6.3%. Year to date TOT revenue for October 2017 through December 2017 totals \$2.38 million, an increase of 11.7% over FY 16-17.
 - **TBID receipts for December 2017** were up the same percentage, 6.3%, and YTD revenue is up 11.7% over the previous FY. Total TBID receipts now total \$715,183 for the first three months of the FY.
 - **TOT/TBID receipts for Hotels over 151 Rooms** for the same month were down 2.8%, and up for the FY 5.1%. **Receipts for Hotels under 150 rooms** were up 63.8% for December and up 63.8% for the FY.

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- **TOT/TBID receipts Sunset Beach for December 2017** were down 2.3%, but still are a positive 2% for the FY.
- **CBRE/PKF report for December 2017** reflects that for the *four reporting major properties* in December, Average Daily Rate was \$233.27, up 8.9% from December 2016. Monthly occupancy was down 9.1% to 52.54%, and RevPar was down slightly, 1%, to \$122.57.
- **Looking at the same report for January through December 2017**, ADR was \$268.26 (up 4.5%), occupancy was down 9.8% to 68.74%, and RevPar was down 5.8% to \$184.42.
- **Smith Travel Report for January 2017** for the *10 reporting properties in January (Waterfront Hilton numbers were not in the most current report)*: Occupancy was 63.8%, up 7%, ADR was \$186.14, down 5.4%, and \$118.74, up 1.2%. Since this is the first report of the calendar year, these are also the YTD numbers for 2018.
- Looking at the same report, **hotel inventory supply for January** was up 16.4%, **demand** was up 24.5%, and **revenue** was up 17.7%. These are the YTD numbers as well.
- Current Financials were not available due to an accounting software problem
- Motion made to accept the Consent Agenda made by Fischer. Seconded by Szilagyi. All approve. None oppose.

VI. Chairman's Report (Simpson) - *None (Due to late start of meeting)*

VII. Community Wayfinding Update (Miller) - *None (Due to late start of meeting)*

VIII. HB Downtown Improvement District Update (Miller) - *None (Due to late start of meeting)*

IX. Shaping Up Surf City USA Update (Miller) - *None (Due to late start of meeting)*

X. Advocacy Plan Update (Miller) - *None (Due to late start of meeting)*

XI. Annual Tourism Summit at the Kimpton Shorebreak Hotel, March 7, 2018

XII. Brief Department Updates (Miller)

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

Updates were printed and given to Executive Committee Members. Staff was available for any questions about updates at the conclusion of the meeting

XIII. Next Executive Committee Meeting: **Thursday, March 22nd, 2:30 PM – 4:00 PM**, Paséa Hotel and Spa, Room TBD

XIV. Adjournment - **3:46pm**

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Key dates to remember:

- Next FULL BOARD MEETING: **Tuesday, February 27th, 3:30pm – 5:00pm** at the **Waterfront Beach Resort, a Hilton Hotel, Tides Ballroom.**
- VHB ANNUAL TOURISM SUMMIT, **Wednesday, March 7th, 8:00am – 11:00am**, Kimpton Shorebreak Hotel

Tourism Builds Community

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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.