

**Visit Huntington Beach  
Executive Committee Meeting Minutes**

Thursday, February 23, 2017

2:30 p.m. – 4:00 p.m.

The Waterfront Beach Resort, a Hilton Hotel/ Dolphin 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 Peter Rice **2:36 pm**
- II. Roll Call:  
**Present:** Blakeslee (Paséa Hotel and Spa), 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 Hotel), Solanki (Ocean Surf Inn & Suites),  
**Absent:** Thompson (First Bank)  
  
**Additional Attendees:** Kelly Miller (Visit Huntington Beach), John Ehlenfeldt (Visit Huntington Beach), Susan Thomas (Visit Huntington Beach), Steffany Sensenbach (Visit Huntington Beach)
- 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, CFO and Kelly Miller
- a. Latest TOT / TBID Reports
  - b. CBRE/PKF Reports
  - c. Current Financials
    - Kelly Miller went over the TOT/ TBID reports for December 2016. TOT and TBID receipts were up by 17.3% for the month and up 18.3% for the year.
    - The November 2016 CBRE/ PKF report shows the NOVEMBER Average Daily Rate for Huntington Beach at \$215.89, up 1.0% from last year; Occupancy is at 62.38%, down 3.8% from last year; REVPAR is \$134.68, down 2.9% from last year. The JANUARY-NOVEMBER Average Daily Rate for Huntington Beach was \$259.90, up 1.6% from last year; Occupancy is at 78.66%, down 2.0% from last year, and REVPAR is \$204.44, down 0.4% from last year.

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- Financials for October 2016 will be presented at next week's Full Board Meeting
- Motion made to approve the Consent Agenda by Blakeslee. Seconded my Mantini. All approve. None oppose.

VI. Chairman's Report (Rice) **None**

VII. State of Tourism Industry Strategic Discussion: Post 2016 Election

- Kelly Miller spoke about possible impacts on visitor industry post-election
  - o Competition
  - o Weak global economy
  - o Strength of the US dollar against international currencies
  - o Market disrupters (AirBnb and other home share companies)
  - o Overall post-election uncertainty
  - o Recent California events (weather, protests)
  - o Homeless issue
- Positive things
  - o Geographical positioning of OC/HB is strong
  - o "Your dreams are welcome here" messaging by Visit CA
  - o New destination product development ((hotels, retail, experiences) in HB)
  - o Our experiential pillars are on target
  - o Our dedicated funding model
  - o Our brand positioning
- Group and Leisure
  - o Group/ contract marketing is softening while transient market will continue to hopefully show increases. Seasonality is a big deal.
- Rice, Fischer, Blakeslee, Solanki, and Simpson briefly shared how they are trending so far for the FY

VIII. Brief Department Updates (Miller, Ehlenfeldt, Thomas): **Kelly Miller, John Ehlenfeldt, and Susan Thomas gave a summarized update of all departments.**

- a. Marketing and PR
  - OMGOC San Francisco Initiative
- b. Sales
- c. Film & Travel Trade
- d. Visitor Services and Information Technology
- e. Shuttle and Ambassador Programs

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- IX. VHB Board of Directors Bylaw Change: Voting Action Item to change VHB Board membership category from one (1) representative to two (2) representatives from HB hotels of 150 rooms or less
- Motion to approve and present to the Board changes made to the bylaws by Mantini.
  - Seconded by Fischer
  - All approve. None oppose.
- X. VHB Board of Directors New Board Members: Voting Action Item to recommend to the full VHB board the following names to serve on the VHB Board:
- Dawn McCormick (replacing Mike Van Voorhis from Sunset Beach)
  - Kiran Patel (150 rooms or less hotel owner)
    - Motion made to accept the 2 new Board members made by Solanki
    - Seconded by Simpson
    - All Approve. None oppose.
- XI. Community Wayfinding Update
- All design concepts were approved unanimously by the Design Review Board on Feb 9
  - City is doing a desk review of all of the locations and the programming
  - Next, we will bid all approved documentation for fabrication.
- XII. PCH Beautification Pilot Program Update
- Had a meeting with the City, VHB Staff, Gary Brown with Orange County Coast Keepers, and 1 person from his office.
  - The goal is for a June 6<sup>th</sup> roll-out of the new “HB Coastline Clean Up” program
  - It will last for 10 weeks (pilot program)
- XIII. Board Comments
- XIV. Next Executive Committee Meeting: Thursday, March 23, 2017, **2:30 PM – 4:00 PM**, Hyatt Regency Huntington Beach Resort and Spa
- XV. Adjournment **3:51 pm**

**Key dates to remember:**

- Next FULL BOARD MEETING: **Thursday, March 2<sup>nd</sup>, 3:30 pm – 5:00 pm at the Hyatt Regency Huntington Beach Resort and Spa, Room TBD**
- Next EXECUTIVE COMMITTEE MEETING: **Thursday, March 23<sup>rd</sup>, 2:30 pm – 4:00 pm at the Hyatt Regency Huntington Beach Resort and Spa, Room TBD**
- Nicole Thompson celebrates her BIRTHDAY on **Friday, February 24<sup>th</sup>**
- HB Chamber of Commerce STATE OF HUNTINGTON BEACH: **Wednesday, March 15<sup>th</sup> 8:30 am – 10:30 am at Senior Center in Central Park**

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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.*