

**Visit Huntington Beach**  
**Board of Directors Meeting Minutes**  
*Tuesday, February 27<sup>th</sup>, 2018*  
**Tides Ballroom**, Waterfront Beach Resort, a Hilton Hotel  
21100 Pacific Coast Highway  
Huntington Beach, CA 92648  
3:30p.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](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**

1. Call to Order and Antitrust Reminder (*see reverse*) by Chair Justin Simpson. **3:38pm**

2. Roll Call:

*Present:* Simpson (Kimpton Shorebreak Hotel), Adams (Bolsa Chica Conservancy), Barnes (Duke's Huntington Beach), Fischer (Waterfront Beach Resort, A Hilton Hotel), Mantini (Retired-The Boeing Company), McCormack (Timeless Treasures Boutique LLC), Rice (Hyatt Regency Resort & Spa), Rogers (Rogers Marketing Services/ 5<sup>th</sup> & PCH), Snow (Rainbow Environmental Services), Szilagyi (Best-VIP Chauffeured Worldwide), Thompson (First Bank), Truxaw (Mama's Restaurant on 39), Van Doren (Vans)

*Absent:* Bernardo (World Surf League), DeSoto (Experian), Leinacker (Paséa Hotel and Spa), O'Callaghan (Huntington Beach Chamber of Commerce), Patel (Quality Inn & Suites Huntington Beach), Solanki (Ocean Surf Inn & Suites), Whitney (Prjkt Hospitality & Concessions Group)

*Additional Attendees:* Kelly Fritzal (City of Huntington Beach), Barbara Delgleize (City of Huntington Beach), Jill Hardy (City of Huntington Beach), Robert Ramirez (City of Huntington Beach), Lyn Semeta (City of Huntington Beach)

John Ehlenfeldt (VHB), Tonya Imada (VHB), Nicole Llido (VHB), Steffany Sensenbach (VHB), Susan Thomas (VHB), Matt Tibbetts (VHB), John Todora (VHB)

Glen Swantak/ conference call (MERJE Design)

3. Announcement of Late Communications (Justin Simpson) **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***

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5. Consent Agenda (John Ehlenfeldt): **Action Item**

- a. Approval of previous Meeting Minutes
- b. Latest TOT/TBID
- c. Latest CBRE (PKF)/ STR Reports
- d. Current financial statements

- **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 53.4% for the FY.
- **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 unavailable due to all focus being on completing the audit for the 16-17 fiscal year.
- Motion to accept the Consent Agenda made by McCormack. Seconded by Mantini. All approve. None oppose.

6. Chairman's Report (Justin Simpson)

- Scott Blakeslee, former member of the VHB Executive Committee and Board, was in a terrible helicopter crash
- Board decided to donate \$500 to his family's GOFUNDME account to assist with any rehabilitation.
  - Funds will be taken out of VHB Private Source account.

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7. Community Wayfinding Update and Voting Action (VHB Staff, City Staff, MERJE (via conference call))
- There is an end in sight for Huntington Beach’s comprehensive Wayfinding Program
  - Eight companies bid on the RFP
    - Interested companies responded directly to the City of HB on our behalf
    - These 8 companies were narrowed down to 4 by a committee consisting on VHB staff, MERJE (consultants on the project), and City of HB staff.
    - The 4 companies interviewed were:
      - **Floresco** – from Arizona with heavy Las Vegas experience
      - **Signs & Service** – from Stanton, CA
      - **Sign Industries** – from Ontario, CA
      - **Architectural Design and Signs (AD/S)** – from Corona, CA
  - MERJE asked all four companies for their “best and final offers:
  - Total project costs of the four firms ranged between \$989,193 and \$2,000,000.
  - The decision was made to go with Signs and Services
  - MERJE will assist with the final contacting with Signs and Services and other key check points along the way.
    - The contact will include everything except the large pier sign
    - Contract will include all items on the final bid review form, except the number of digital kiosks.
      - There will be 1 digital kiosk at this time, with the others being static.
      - The one digital kiosk will be adjacent to our VHB Visitor Kiosk at the Pier.
  - We anticipate having the entire project to be completed by the end of the fiscal year
  - Estimated costs S&S to fabricate and install over 150 installations shall be between \$875,000 - \$925,000
    - Fortunately, we have been budgeting yearly for this key project in our Destination Product Development Fund
  - Motion made to direct VHB staff to contract with Signs and Services to complete the comprehensive Wayfinding Program as specified in the proposal by Mantini. Seconded by Rice. All approve. None oppose.
8. Vote to accept the FY 2015-16 Audit and place on file at VHB offices
- Motion made to accept the FY 15-16 Visit Huntington Beach Audit and place it on file at the VHB offices made by Barnes. Seconded by McCormack. All approve. None oppose.
9. VHB Tourism Summit, March 7, 2018 at Kimpton Shorebreak Hotel

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10. Brief Department Monthly Updates (Staff)
  - a. Sales – Matt Tibbets gave a brief department update
  - b. Marketing and PR – Susan Thomas gave a brief department update
  - c. Film & Travel Trade – Susan Thomas gave a brief department update
  - d. Visitor Services and Information Technology – Nicole Llido gave a brief department update
11. Advocacy Committee Update (Janis Mantini)
  - The Advocacy Committee did not meet this month
12. City of Huntington Beach Update (Kellee Fritzal)
  - The Film FAM VHB organized was great and very successful!!
  - The City is excited the Wayfinding Project is moving forward.
  - Kellee Fritzal introduced Robert Ramirez, the new Economic Development Project Manager at the City of Huntington Beach.
13. Huntington Beach Chamber of Commerce Update (James O’Callaghan)
  - James O’Callaghan was not present to give an update on the HB Chamber of Commerce
14. Open Discussion/Announcements
  - Lyn Semeta is now the City of HB Liaison to the VHB Board, replacing Barbara Delgleize.
15. Adjournment **4:25pm**

Key Dates to Remember:

- Next FULL BOARD MEETING: **Tuesday, March 27<sup>th</sup>, 3:30 pm – 5:00 pm**, Hyatt Regency HB Resort and Spa, *Room TBD*
- VHB ANNUAL TOURISM SUMMIT, **Wednesday, March 7<sup>th</sup>, 8:00am – 11:00am**, Kimpton Shorebreak Hotel

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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.*