

Visit Huntington Beach
Executive Committee Meeting Minutes
Thursday, March 21, 2019
2:30 p.m. – 4:00p.m.
Hyatt Regency Huntington Beach Resort and Spa
Heron Boardroom
21500 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 Nicole Thompson: **2:42pm**
- II. Roll Call:
Present: Mantini (Individual-at-large with interest in tourism), Simpson (Kimpton Shorebreak HB Resort), Solanki (Ocean Surf Inn & Suites), Szilagyi (Best-VIP Chauffeured Worldwide); Thompson (First Bank)

Absent: Fischer (The Waterfront Beach Resort, a Hilton Hotel), Leinacker (Paséa Hotel and Spa), Rice (The Hyatt Regency Resort & Spa)

Additional Attendees:
Bob Fasulo (ISA)

Kelly Miller (VHB), Jake Schultz (VHB), Steffany Sensenbach (VHB), Jennifer Tong (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)
 - 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 January 2019 were up 19.8%. Year to date TOT revenue for July 2018 through January 2019 totaled \$8,069,687, 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 \$1,322,887 more revenue collected by the City over FY 17-18.

Visit Huntington Beach
Executive Committee Meeting Minutes
Thursday, March 21, 2019
2:30 p.m. – 4:00p.m.
Hyatt Regency Huntington Beach Resort and Spa
Heron Boardroom
21500 Pacific Coast Highway
Huntington Beach, CA 92648

TBID receipts for January 2019 were up 19.7%, and YTD revenue is up 19.6% over the previous FY. Total TBID receipts now total \$2,421,010, or an increase of \$396,665 over the previous FY.

CBRE/PKF report for January 2019 reflects that for the *four reporting major properties* in January, Average Daily Rate was \$262.02, up 9.0% from January 2018. Monthly occupancy was up 10.4% to 63.97%, and RevPar was up 20.3%, to \$167.61 for the month.

- **For January through January 2019**, the numbers are the same as above since it is the first month of the year. (ADR was \$262.02, or up 9.0%, Occupancy was up 10.4% to 63.97%, and RevPar was up 20.3% to \$167.61.)

STR report for February 2019 is for the *11 reporting properties*. Occupancy was up 3.1% to 72.3%, ADR was up 4.7% to \$220.09, and RevPar was up to \$159.05, an increase of 7.9%.

- **For January through February 2019 versus the same period in 2018**, Occupancy is up 6.2% to 67.6%, ADR was up 7.6% to \$218.70, and RevPar was up to \$147.74, an increase of 14.3%
- **Hotel inventory supply for February** was up 0.1%, demand was up 3.2%, and revenue was up 8.00%.
- **Year to date for January through December 2019** shows that hotel room supply is up 0.1%, demand is up 6.3%, and revenue is also up 14.4%.

Financials will be presented at the next meeting. Our accountant has been resolving some issues with some outstanding checks and miscoding of some invoices from FY 17-18 in order to present the most accurate financials.

Motion to approve the consent agenda made by Mantini. Seconded by Szilagyi. All approve. None oppose.

- VI. Chairman's Report (Simpson): None. Justin Simpson not present at meeting
- VII. President & CEO Updates (Miller)
 - a. Communitywide Wayfinding
 - Moving forward with no problems
 - b. New Office Space
 - Will be meeting with the architect and contractor to form a progress timeline
 - c. LA 2028
 - Contract approval: EngineShop work, HB/VHB LA 2028 Strategy & Opportunities
 1. Terrence Burns is the Executive VP of Global Sports for EngineShop
 2. He has worked for years with the IOC and Olympic Games organizing committees including LA 2028.
 3. We would like them to come to Huntington Beach to assess HB's strategic potential for hosting surfing, skateboarding, and BMX in 2028.

Visit Huntington Beach
Executive Committee Meeting Minutes

Thursday, March 21, 2019

2:30 p.m. – 4:00p.m.

Hyatt Regency Huntington Beach Resort and Spa

Heron Boardroom

21500 Pacific Coast Highway

Huntington Beach, CA 92648

4. They would come in July-September. They would be here during the US Open of Surfing.
 5. It would cost \$50,000 plus expenses. We have budgeted \$25,000 for this current fiscal year. The remaining \$25,000 would be paid next fiscal year
 6. Motion to approve this contract with EngineShop made by Simpson. Seconded by Szilagy. All approve. None oppose.
- ISA World Junior Surf Championships & Surf Summit: Discussion and possible approval vote
1. Bob Fasulo: Executive Director of ISA
 - Huntington Beach has the opportunity to host the 2019 VISSLA ISA World Junior Surfing Championship again
 - A reminder of VHB's 2028 strategy
 - o We would like Huntington Beach to be considered for 2028 Olympics location for Surfing, Skateboarding, and BMX
 - Roughly the same dates as last year: Oct 26th – Nov 2nd
 - Last year this event had amazing success in terms of participation
 - o 360 kids from 43 countries
 - Paris just announced that they were going to propose 4 sports to include in their Programs: Sport Climbing, Skateboarding, Break Dancing, and Surfing
 - ISA would welcome the support of VHB.
 2. Motion to have VHB staff negotiate and sign a contract with ISA for 2019 made by Simpson. Seconded by Mantini. All approve. None oppose.
 3. Bob Fasulo exited the meeting
 4. VHB Executive Committee Members discussed the parameters/ budget of the contract
 - Mantini made motion that expenditures for the event not exceed last year's spend
 - This item will also be presented at next week's VHB Full Board Meeting
- d. U.S. Travel Association IPW California Beach Festival, June 3, 2019
- We are up to 350 RSVP's
 - Team is working daily on the event
- e. Destination Next 2.0
- As we start putting our next budget together, we are looking to start our long-term sustainable destination master plan with the assistance of DestinationNext
- f. HBISM – Nicole Thompson
- HBISM Board decided to terminate its relationship with its Executive Director effective last Thursday
 - VHB will continue to provide staffing support to keep the museum open
 - Working on a potential long-term strategic MOU partnership between HBISM, City of HB, VHB and SHACC.
 - The current HBISM building must remain as a cultural asset

Visit Huntington Beach
Executive Committee Meeting Minutes
Thursday, March 21, 2019
2:30 p.m. – 4:00p.m.
Hyatt Regency Huntington Beach Resort and Spa
Heron Boardroom
21500 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
 - Kelly Miller gave a brief update of all events and accomplishments of VHB departments.
- IX. Next Executive Committee Meeting: **Thursday, April 25th, 2:30 PM – 4:00 PM, Kimpton Shorebreak Huntington Beach Resort, Room TBD**
- X. Adjournment: **3:45pm**

Key dates to remember:

- Next FULL BOARD MEETING: **Tuesday, March 26th, 3:30pm – 5:00pm, Kimpton Shorebreak HB Resort, Room TBD**
- IPW: **June 1st – 5th**

Visit Huntington Beach
Executive Committee Meeting Minutes
Thursday, March 21, 2019
2:30 p.m. – 4:00p.m.
Hyatt Regency Huntington Beach Resort and Spa
Heron Boardroom
21500 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.