

**Visit Huntington Beach
Executive Committee Meeting**

Thursday, March 23, 2017

2:30 p.m. – 4:00 p.m.

Hyatt Regency Huntington Beach Resort and Spa – **Bolsa Chica 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.

AGENDA

- I. Call to Order and Antitrust Reminder (*see reverse*) by Chair Peter Rice
- II. Roll Call:
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), Thompson (First Bank)
- III. Announcement of Late Communications
- 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, CFO and Kelly Miller
 - a. Latest TOT / TBID Reports
 - b. CBRE/PKF Reports
 - c. Current Financials
- VI. Chairman's Report (Rice)
- VII. Brief Department Updates (Miller)
 - a. Sales
 - b. Marketing and PR
 - c. Film & Travel Trade
 - d. Visitor Services and Information Technology

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- VIII. VHB Board of Directors New Board Members: Voting Action Item to recommend to the full VHB board the following name to serve on the VHB Board:
- Grace Adams, Bolsa Chica Conservancy, to replace Gordon Smith (Ecotourism seat)
- IX. Presentation by HB International Surfing Museum and Voting Action Item on VHB strategic support and the level of support for proposed Rings special event during Summer 2017 (HBISM Board Members & Staff)
- Strategic vision plan development
 - Rings special event
- X. Community Wayfinding Update
- XI. PCH Beautification Pilot Program Update
- XII. Board Comments
- XIII. Next Executive Committee Meeting: Thursday, April 20, 2017, **2:30 PM – 4:00 PM**, The Waterfront Beach Resort, a Hilton Hotel, *Room TBD*
- XIV. Adjournment

Key dates to remember:

- Next FULL BOARD MEETING: **Tuesday, March 28th, 3:30 pm – 5:00 pm at the *Paséa Hotel and Spa, Emerald Cove Room***
- Next EXECUTIVE COMMITTEE MEETING: **Thursday, April 20th, 2:30 pm – 4:00 pm at the Waterfront Beach Resort, a Hilton Hotel, Room TBD**
- VHB STRATEGIC PLANNING RETREAT: **Tuesday, April 25th, 11:00 am – 5:00 pm at the Shorebreak Hotel.** There will be a reception following the retreat.
- OCVA 9th ANNUAL OC TOURISM CONFERENCE: **May 10th, 8:00 am – 1:00 pm at the Great Wolf Lodge, 12681 Harbor Blvd., Garden Grove, CA, Redwood Ballroom.**

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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.*