

**Visit Huntington Beach  
Executive Committee Meeting Minutes**

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](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 **2:39 pm**
- II. Roll Call:  
**Present:** Fischer (The Waterfront Beach Resort, a Hilton Hotel), Mantini (Individual-at-large with interest in tourism), Rice (The Hyatt Regency Resort & Spa), Solanki (Ocean Surf Inn & Suites), Thompson (First Bank)  
  
**Absent:** Blakeslee (Paséa Hotel and Spa), Simpson (Kimpton Shorebreak Hotel)  
  
**Additional Attendees:** Brett Barnes (HBISM Board Member), Diana Dehm (HBISM Board Member), Don MacAllister (HBISM Board Member), PT Townend (HBISM Board Member), Kelly Miller (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 January 2017. TOT and TBID receipts were up by 12.1% for the month and up 16.8% for the year.
    - The December 2016 CBRE/ PKF report shows the DECEMBER Average Daily Rate for Huntington Beach at \$214.29, up 1.5% from last year; Occupancy is at 57.78%, down 3.3% from last year; REVPAR is \$123.81, down 1.9% from last year. The JANUARY-DECEMBER Average Daily Rate for Huntington Beach was \$256.60, up

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1.6% from last year; Occupancy is at 76.66%, down 2.2% from last year, and REVPAR is \$96.71, down 0.6% from last year.

- Financials for November 2016 and December 2016 were presented.
- Motion made to approve the Consent Agenda by Mantini. Seconded by Fischer. All approve. None oppose.
- 

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

VII. Brief Department Updates (Miller): **Kelly Miller gave a summarized update of all departments.**

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

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)
- a. Recommendation to replace Gordon Smith with Grace Adams moved by Thompson. Seconded by Mantini. All approve. None oppose.

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
- a. HBSIM representatives presented a strategic vision including:
- i. Their proposed June 20<sup>th</sup> International Surfing Day special event;
  - ii. Their capital improvement needs;
  - iii. Their immediate operating financial needs.
- b. Motion to recommend that VHB work closely with the HBISM staffing and Board to look at a proposal that will come forth to the full VHB Board next Tuesday, March 28<sup>th</sup>, that will encompass capital improvement and operating sponsorship by Mantini. Seconded by Fischer. All approve. None oppose. Thompson abstained.

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X. Community Wayfinding Update

- a. City is doing a desk review, with the majority of it being completed by tomorrow (March 24<sup>th</sup>, 2017)
- b. MERJE is confirmed to be here April 17 – 21
- c. They will be doing the following things:
  - i. Looking at all proposed sites to make confirm that is where all signage should go and programming (verbiage on each sign).
  - ii. Make any small changes and then submit the documents for approval
  - iii. Once the documents are approved, we'll be able to bid the project
  - iv. 4 months for fabrication
  - v. 4-6 weeks of installation
  - vi. Hoping to be completed by the end of the fiscal year. If not, by the end of the calendar year

XI. PCH Beautification Pilot Program Update

- a. Official name is the HB Coastal Clean-up Pilot Program
- b. Starts June 5<sup>th</sup> and ends August 24<sup>th</sup> (13 weeks)
- c. 9:00am – 11:00am
- d. Rainbow will supply the trash bags
- e. We will weigh all the trash
- f. Working in cooperation with City of HB, Orange County Coast Keepers and CalTrans
- g. Will have dedicated microsite and internal team working on the program

XII. Board Comments **None**

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 **4:05 pm**

**Key dates to remember:**

- Next FULL BOARD MEETING: **Tuesday, March 28<sup>th</sup>, 3:30 pm – 5:00 pm at the *Paséa Hotel and Spa, Emerald Cove Room***
- Next EXECUTIVE COMMITTEE MEETING: **Thursday, April 20<sup>th</sup>, 2:30 pm – 4:00 pm at the Waterfront Beach Resort, a Hilton Hotel, *Room TBD***
- VHB STRATEGIC PLANNING RETREAT: **Tuesday, April 25<sup>th</sup>, 11:00 am – 5:00 pm at the Shorebreak Hotel.** There will be a reception following the retreat.
- OCVA 9<sup>th</sup> ANNUAL OC TOURISM CONFERENCE: **May 10<sup>th</sup>, 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.*