

Visit Huntington Beach
Board of Directors Meeting
Tuesday, March 26, 2019
Kimpton Shorebreak HB Resort/ Epic 1 Room
500 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. 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

1. Call to Order and Antitrust Reminder (*see reverse*) by Chair Justin Simpson.
2. Roll Call:
Simpson (Kimpton Shorebreak Hotel), Adams (Bolsa Chica Conservancy), Ali (Zack's Surf Shop), Barnes (Duke's Huntington Beach), Bernardo (World Surf League), DeSoto (UCI), Fischer (Waterfront Beach Resort, A Hilton Hotel), Killey (Republic Services), Leinacker (Paséa Hotel and Spa), Mantini (Retired-The Boeing Company), McCormack (Timeless Treasures Boutique LLC), Carpenter (Huntington Beach Chamber of Commerce), Patel (Quality Inn & Suites Huntington Beach), Rice (Hyatt Regency Resort & Spa), Rogers (Rogers Marketing Services/ 5th & PCH), Solanki (Ocean Surf Inn & Suites), Szilagyi (Best-VIP Chauffeured Worldwide), Thompson (First Bank), Torrence (VHB Ambassador Emeritus), Townend (The ActivEmpire), Truxaw (Mama's Restaurant on 39), Unvert (John Wayne Airport)
3. Announcement of Late Communications (Justin Simpson)
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.
5. U.S. Open of Surfing Attendee Profile and Economic Impact Research (Erin Francis-Cummings, President & CEO of Destination Analysts)
6. Consent Agenda (Nicole Thompson): Action Item
 - a. Approval of previous Meeting Minutes
 - b. Latest TOT/TBID
 - c. Latest CBRE (PKF)/ STR Reports
 - d. Current financial statements (if available)
7. Chairman's Report (Justin Simpson)

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8. President & CEO Updates (Kelly Miller)
 - a. Communitywide Wayfinding
 - b. New Office Space
 - c. HB/VHB LA 2028 Strategy & Opportunities: Engine Shop contract approval vote
 - d. ISA World Junior Surf Championships & Surf Summit: Discussion and possible approval vote
 - e. U.S. Travel Association IPW California Beach Festival Private Event, June 3, 2019 at HB Pier
 - f. Destination Next 2.0
9. Brief Department Monthly Updates (Staff)
 - a. Sales
 - b. Marketing and PR
 - c. Film & Travel Trade
 - d. Visitor Services and Information Technology
10. City of Huntington Beach Update (Kellee Fritzal)
11. Huntington Beach Chamber of Commerce Update (Jeny Carpenter)
12. Open Discussion/Announcements
13. Adjournment

Key Dates to Remember:

- Next FULL BOARD MEETING: **Thursday, June 13th, 2:30 pm – 5:00 pm, Location TBD**

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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.