

**Visit Huntington Beach
Executive Committee Meeting Minutes**

Thursday, April 20, 2017

2:30 p.m. – 4:00 p.m.

The Waterfront Beach Resort, a Hilton Hotel/ Dolphin Room
21100 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 Paulette Fischer **2:40pm**
- II. Roll Call:
Present: Blakeslee (Paséa Hotel and Spa), Fischer (The Waterfront Beach Resort, a Hilton Hotel), Simpson (Kimpton Shorebreak Hotel), Thompson (First Bank)
Absent: Mantini (Individual-at-large with interest in tourism), Rice (The Hyatt Regency Resort & Spa), Solanki (Ocean Surf Inn & Suites)
Additional Attendees: 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, Treasurer and Kelly Miller
 - a. Latest TOT / TBID Reports
 - b. CBRE/PKF Reports
 - c. Current Financials
 - Kelly Miller went over the TOT/ TBID reports for February 2017. TOT and TBID receipts were up by 18.0% for the month and up 17.0% for the year.
 - The January 2017 CBRE/ PKF report shows the JANUARY Average Daily Rate for Huntington Beach at \$230.06, up 4.4% from last year; Occupancy is at 51.63%, down 27.0% from last year; REVPAR is \$118.77, down 23.8% from last year. The JANUARY-JANUARY Average Daily Rate for Huntington Beach was at \$230.06, up 4.4% from last year; Occupancy is at 51.63%, down 27.0% from last year; REVPAR is \$118.77, down 23.8% from last year. Financials were not presented as our accounting firm was completing tax returns during this busy tax time.

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- -The STR report is a more accurate picture of ADR, Occupancy and RevPar as it includes more hotel properties than the CBRE / PKF report. These numbers will be used for future dashboard reporting, as well as meeting minutes.
 - Motion made to approve the Consent Agenda by Blakeslee. Seconded my Simpson. All approve. None oppose.

- VI. Chairman's Report: None. Peter Rice on vacation.

- VII. Brief Department Updates **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 Strategic Planning, Tuesday, April 25, 11 AM – 5 PM
 - A reminder was given about next week's VHB Board Meeting/ Strategic Planning Retreat at the Shorebreak Hotel.

- IX. Community Wayfinding Update
 - MERJE was here. Kellee Fritzal and Max Daffron were with them for a couple of days
 - o Going over all of the locations and all of the programming
 - o 8-9 things to follow-up on/ 90% completion on the plan.
 - o Will make the needed adjustments, present everything to Public Works, get that approved, do construction documents, bid the project, award the bid to a fabricator, MERJE will be a contract administrator, will hire a contract manager to deal with the day-to-day items. It's been a long process, but there is light at the end of the tunnel!

- X. HBISM Update
 - Check to outstanding accounts payable were cut and sent out.
 - \$10,000 sponsorship money will be in a separate account.
 - Several meetings with Don McAllister and Diana Dehm so that expectations are understood and we define VHB's role going forward.

- XI. HB Beach Clean-up Update
 - Clean-up plans were summarized by Kelly Miller

- XII. Board Comments
 - Hotel GM's briefly went over how the Spring Break period was for each property.

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XIII. Next Executive Committee Meeting: Thursday, May 25, 2017, **2:30 PM – 4:00 PM**, Paséa Hotel & Spa, *Room TBD*

XIV. Adjournment **3:20 pm**

Key dates to remember:

- HB Chamber of Commerce 30TH ANNUAL ECONOMIC CONFERENCE: **Wednesday, April 19th, 8:00am – 11:30am at Golden West College Theater**
- Next FULL BOARD MEETING: **Tuesday, April 25th, 11:00am – 11:30am at the Shorebreak Hotel, Bungalow Room**
- VHB STRATEGIC PLANNING RETREAT: **Tuesday, April 25th, 11:00 am – 5:00 pm at the Shorebreak Hotel, Bungalow Room.** 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.**
- Next EXECUTIVE COMMITTEE MEETING: **Thursday, May 25th, 2:30 pm – 4:00 pm at the Paséa Hotel & Spa, Room 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.*