

Visit Huntington Beach
Board of Directors Meeting & Strategic Planning Retreat
Tuesday, April 25, 2017
Bungalow Room, Kimpton Shorebreak Hotel
500 Pacific Coast Highway
Huntington Beach, CA 92648
11:00 a.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 Peter Rice.
2. Roll Call:
Rice (Hyatt Regency Resort & Spa), Adams (Bolsa Chica Conservancy), Bernardo (ASP North America), Blakeslee (Paséa Hotel and Spa), DeSoto (Experian), Dodge (Huntington Capital Corporation), Fischer (Waterfront Beach Resort, A Hilton Hotel), Mantini (Retired-The Boeing Company), McCarley (John Wayne Airport), McCormack (Timeless Treasures Boutique LLC), O'Callaghan (Huntington Beach Chamber of Commerce), Patel (Quality Inn & Suites Huntington Beach), Simpson (Kimpton Shorebreak Hotel), Snow (Rainbow Environmental Services), Solanki (Ocean Surf Inn), Szilagyi (Best-VIP Chauffeured Worldwide), Thompson (First Bank), Townend (The ActivEmpire), Truxaw (Mama's Restaurant on 39), Van Doren (Vans), Whitney (Prjkt Hospitality & Concessions Group).
3. Announcement of Late Communications: Rice
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. Consent Agenda (Nicole Thompson)
 - a. Approval of previous Meeting Minutes
 - b. Latest TOT/TBID & CBRE Group (PKF) Reports
 - c. Most current monthly financials statements
6. Chairman's Report (Peter Rice)

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7. Brief Staff Monthly Updates: Note: Due to the full agenda for the Strategic Planning Retreat, staff will not be providing specific updates. Written updates are included in the board packets. Staff is available to answer any questions board members may have about the monthly updates.
8. Community Wayfinding Update (Staff)
9. Strategic Planning Retreat (Board and Staff)
10. Advocacy Committee Update (Steve Dodge)
11. City of Huntington Beach Update (Kellee Fritzal)
12. Huntington Beach Chamber of Commerce: (James O'Callaghan)
13. Open Discussion/Announcements
14. Adjournment

Key Dates to Remember:

- Next FULL BOARD MEETING: **Wednesday, May 31st, 3:30 pm – 5:00 pm at the Waterfront Beach Resort, a Hilton Hotel.** This is because Monday, May 29th is a holiday – Memorial Day.
- OCVA 9th ANNUAL OC TOURISM CONFERENCE: **Wednesday, May 10th, 8:00 am – 1:00 pm at the Great Wolf Lodge, 12681 Harbor Blvd., Garden Grove, CA, Redwood Ballroom.**
- MOTHER'S DAY: **Sunday, May 14th.** Call you Mom!

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ANTI-TRUST 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.*