

**Visit Huntington Beach
Executive Committee Meeting Minutes**

Thursday, May 25, 2017

2:30 p.m. – 4:00 p.m.

Paséa Hotel and Spa/ Room TBD

21080 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 Peter Rice **2:35 pm**
- II. Roll Call:
Present: 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), Thompson (First Bank)

Absent: Solanki (Ocean Surf Inn & Suites)

Additional Attendees: Kelly Miller (VHB), Steffany Sensenbach (VHB)
- 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 presented the TOT/ TBID reports for March 2017. TOT and TBID receipts were up by 21.8% for the month and up 18% for the year.
 - The February 2017 CBRE/ PKF report shows the FEBRUARY Average Daily Rate for Huntington Beach at \$250.42, up 4.0% from last year; Occupancy is at 67.29%, down 10.2% from last year; REVPAR is \$168.51, down 6.7% from last year. The JANUARY-FEBRUARY Average Daily Rate for Huntington Beach was at \$242.17, up 4.0% from last year; Occupancy is at 60.21%, down 16.4% from last year; REVPAR is \$145.82, down 13.0% from last year.

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- The STR report is a more accurate picture of overall ADR, Occupancy and RevPar as it includes more hotel properties than the CBRE / PKF report.
- Financials were not presented as our CPA was completing tax returns during this busy tax time.
- Motion made to approve the Consent Agenda by Mantini. Seconded my Simpson. All approve. None oppose.

VI. Chairman's Report: **None**

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. Review and Vote on VHB Draft Position Statement on HB's Proposed Desalination Plant

- Kelly Miller presented VHB's Draft Position Statement (see attached) which discussed the importance and need for exploration of implications of the proposed \$1 billion desalination plan for Huntington Beach by Poseidon Water locally, regionally, and statewide for policy makers, particularly in the context of the area's robust travel and tourism industry.
- Motion made by Simpson and seconded by Blakeslee to present the Position Statement to the VHB Board of Directors. All approve. None oppose.

IX. Community Wayfinding Update

- VHB staff and HB City staff will be meeting with CalTrans.
- The process continues to move forward.

X. Surf City USA's PCH Clean Up Update

- The PCH Cleanup Program begins on Monday, June 5th
- Sign up with Nicole Llido
- Every week until August 28th

XI. Policy Updates

- a. Records Retention Policy: Updating with Civitas within the next month
- b. Fiscal Policy: Updating with McGinty, Knudtson, and Associates within the next several months.

X. Board Comment

- US Open of Surfing
 - o The last Economic Impact Study for this event was conducted in 2010
 - o VHB staff will investigate when will be the right time to do another study.

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- HB Airshow
 - o Executive Committee would like to meet with the City’s Chris Cole an hour before the next VHB Board Meeting on May 31st to ask questions and get an overview of how this year’s HB Airshow will differ from last year’s Airshow.
 - o They would like to gather this information before discussing the amount of money they would like to contribute to this year’s HB Airshow.
- Airbnb (Vacation rentals)
 - o A “hot topic” not only locally, but nation-wide
 - o VHB is gathering information about vacation rentals and similar lodging models to share with the City.
- Paséa Hotel and Spa is celebrating their 1st Anniversary on Jun 8th, 9th, and 10th
- HB International Surfing Museum’s Ring of Honor will be held on June 20th

XI. Next Executive Committee Meeting: Thursday, June 22, 2017, **2:30 PM – 4:00 PM**, Kimpton Shorebreak Hotel, *Room TBD*

XII. Adjournment 3:39pm

Key dates to remember:

- PCH Coastal Cleanup begins: **Monday, June 5th, 8:30am – 11:30am**
- Next FULL BOARD MEETING: **Wednesday, May 31st, 3:30pm – 5:00pm at the Waterfront Beach Resort, a Hilton Hotel, *The Tides Room***

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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.*