

**Visit Huntington Beach
Board of Directors Meeting Minutes**

Wednesday, May 31, 2017

*The Pacific Room, The Waterfront Beach Resort, a Hilton Hotel
21100 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.

MINUTES

1. Call to Order and Antitrust Reminder (*see reverse*) by Chair Peter Rice – **3:40pm**

2. Roll Call:

Present: Rice (Hyatt Regency Resort & Spa), Adams (Bolsa Chica Conservancy), Bernardo (ASP North America), Blakeslee (Paséa Hotel and Spa), DeSoto (Experian), Dodge (Huntington Capital Corporation), Mantini (Retired-The Boeing Company), Patel (Quality Inn & Suites Huntington Beach), Simpson (Kimpton Shorebreak Hotel), Snow (Rainbow Environmental Services), Szilagyi (Best-VIP Chauffeured Worldwide), Townend (The ActivEmpire), Truxaw (Mama’s Restaurant on 39), Whitney (Prjkt Hospitality & Concessions Group).

Absent: Fischer (Waterfront Beach Resort, A Hilton Hotel), McCarley (John Wayne Airport), McCormack (Timeless Treasures Boutique LLC), O’Callaghan (Huntington Beach Chamber of Commerce), Solanki (Ocean Surf Inn), Thompson (First Bank), Van Doren (Vans).

Additional Attendees: Barbara Delgleize (City of Huntington Beach), John Ehlenfeldt (VHB), Nicole Llido (VHB), Kelly Miller (VHB), Steffany Sensenbach (VHB), Susan Thomas (VHB)

3. Announcement of Late Communications: Rice - **None**

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.

None

Visit Huntington Beach
Board of Directors Meeting Minutes

Wednesday, May 31, 2017

The Pacific Room, The Waterfront Beach Resort, a Hilton Hotel
21100 Pacific Coast Highway
Huntington Beach, CA 92648
3:30p.m to 5:00 p.m.

5. Consent Agenda (Kelly Miller)
 - a. Approval of previous Meeting Minutes
 - b. Latest TOT/TBID & CBRE Group (PKF) Reports
 - c. Most current monthly financials statements
 - 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.
 - 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 DeSoto. All approve. None oppose.

6. Chairman's Report (Peter Rice) - **None**

7. Brief Staff Monthly Updates
 - Susan Thomas gave a brief update on the following departments:
 - o Marketing & Communications
 - o Travel Trade
 - o Film
 - o PR & Social Media
 - Kelly Miller gave a brief update on staff changes/ promotions.
 - John Ehlenfeldt gave a brief update on Group Sales
 - Nicole Llido gave a brief update on the following areas:
 - o Surf City USA Shuttle
 - o PCH Cleanup Program
 - o VHB Volunteers
 - o VHB Nighttime Ambassador Program

Visit Huntington Beach
Board of Directors Meeting Minutes

Wednesday, May 31, 2017

The Pacific Room, The Waterfront Beach Resort, a Hilton Hotel
21100 Pacific Coast Highway
Huntington Beach, CA 92648
3:30p.m to 5:00 p.m.

8. Strategic Planning Retreat Follow up
 - We will be asking for feedback on the 2017-2020 Strategic Plan at our June Full Board Meeting
 - *UPDATE: VHB staff will present the draft plan at the July VHB Executive Committee Meeting, then at the Full VHB Board Meeting for final approval before the start of the new fiscal year.*

9. Community Wayfinding Update
 - We are meeting with CalTrans to move forward to the next steps in the Wayfinding Process.

10. Advocacy Committee Update (Steve Dodge)
 - A. Official VHB Position Vote on Proposed HB Desalination Project per Draft Document (reviewed by Advocacy Committee)
 - Draft Document reviewed by VHB Board (see attached)
 - Motion to approve document made by Dodge. Seconded by Snow. All approve. None oppose.
 - B. President Trump's current budget calls to take out funding for Brand USA.
 - C. Bolsa Chica non-profit organizations need some maintenance which will cost an estimated \$2 million/ year

11. City of Huntington Beach Update
 - Kellee Fritzal not at the meeting. No update given.

12. Huntington Beach Chamber of Commerce
 - James O'Callaghan not at the meeting. No update given.

13. Open Discussion/Announcements
 - Adams: Jamming at the Jetty Surfing for Conservation will be on Saturday, August 27th
 - DeSoto: Experian Cyber-Security Committee
 - Bernardo: US Open of Surfing moving forward. It will remain family-friendly
 - Townend: ISA World Surfing Games. PT believes we should consider hosting these games before 2020 because the following year is an Olympic qualifying year.
 - Rice: The Hyatt is planning a new event space that sits above the pool
 - Whitney: All 4 concession stands on HB State Beach are open. Sea Legs at the Beach will be presenting Concerts on the Beach for night-time concert events
 - Blakeslee: Paséa Hotel & Spa's 1 year celebration will be held on June 10th and 11th

**Visit Huntington Beach
Board of Directors Meeting Minutes**

Wednesday, May 31, 2017

*The Pacific Room, The Waterfront Beach Resort, a Hilton Hotel
21100 Pacific Coast Highway
Huntington Beach, CA 92648
3:30p.m to 5:00 p.m.*

- Snow: There is a new California State Food Waste Law to keep food waste out of landfills. Republic has put out its first non-trash truck to pick up food.

14. Adjournment **4:39pm**

Key Dates to Remember:

- Next FULL BOARD MEETING: **Tuesday, June 27th, 3:30 pm – 5:00 pm at the *Hyatt Regency Huntington Beach Resort and Spa.***
- PCH Coastal Cleanup begins: **Monday, June 5th, 8:30am – 11:30am**
- Father's Day is **Sunday, June 18th**. Call your dad!!
- SAVE THE DATE: Mark your calendars for ***VHB's Open House, Thursday, July 20th from 4:00pm – 6:00pm*** at our office. 301 Main Street, Suite 212, Huntington Beach, CA 92648.

**Visit Huntington Beach
Board of Directors Meeting Minutes**

Wednesday, May 31, 2017

*The Pacific Room, The Waterfront Beach Resort, a Hilton Hotel
21100 Pacific Coast Highway
Huntington Beach, CA 92648
3:30p.m to 5:00 p.m.*

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*

**Visit Huntington Beach
Board of Directors Meeting Minutes**

Wednesday, May 31, 2017

The Pacific Room, The Waterfront Beach Resort, a Hilton Hotel

21100 Pacific Coast Highway

Huntington Beach, CA 92648

3:30p.m to 5:00 p.m.

of excluding them from any market or of influencing others not to deal with them.