

**Visit Huntington Beach
Executive Committee Meeting**

Thursday, July 27, 2017

2:30 p.m. – 4:00 p.m.

Paséa Hotel & Spa, *Emerald Cove*
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.

AGENDA

- I. Call to Order and Antitrust Reminder (*see reverse*) by Peter Rice
- II. Roll Call:
Fischer (The Waterfront Beach Resort, a Hilton Hotel), Leinacker (Paséa Hotel and Spa), Mantini (Individual-at-large with interest in tourism), Rice (The Hyatt Regency Resort & Spa), Simpson (Kimpton Shorebreak Hotel), Solanki (Ocean Surf Inn & Suites), Thompson (First Bank)
- III. Announcement of Late Communications
- 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.
- V. HB Airshow Presentation (Airshow organizers)
- VI. Consent Agenda (Nicole Thompson, Treasurer and Kelly Miller)
 - a. Latest TOT / TBID Reports
 - b. CBRE/PKF / STR Reports
 - c. Current Financials
- VII. Chairman's Report (Rice)
- VIII. Brief Department Updates (Miller)
 - a. Sales
 - b. Marketing and PR
 - c. Film & Travel Trade
 - d. Visitor Services and Information Technology

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- IX. Russo & Steele Presentation: Drew Alcazar
- X. VHB Strategic Plan Draft Review and Approval (Action Item)
- XI. HB Airshow VHB Sponsorship Level Approval (Action Item)
- XII. PCH/Beach Blvd Landscape Enhancement Partnership Sponsorship Level Approval (Action Item)
- XIII. Special Events on City Beach Strategic Discussion & Board Input
- XIV. City Bathrooms Update
- XV. IDA Downtown BID Consultant Team Update
- XVI. Community Wayfinding Update
- XVII. Surf City USA's PCH Clean Up, Shuttle and Ambassador Updates
- XVIII. VHB Fiscal Policy Update and Action Item: Appoint VHB task force to review update
- XIX. VHB Leadership Development Task Force: Appoint VHB task force to present new VHB Board members and slate of officers at Sept 27, 2017 Board meeting
- XX. Board Comments
- XXI. Next Executive Committee Meeting: Thursday, August 24, 2017, **2:30 PM – 4:00 PM**, The Waterfront Beach Resort, a Hilton Hotel, *Room TBD*
- XXII. Adjournment

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Key dates to remember:

- PCH Coastal Cleanup begins: **On-going on Mondays from 8:30am – 11:30am until August 28th**. We hope to see you at one of the clean-ups!
- **U.S. Open of Surfing July 29th – August 6th**
- **SAVE THE DATE:** Mark your calendars for *VHB's Open House*, **Wednesday, August 30th from 4:00pm – 6:00pm** at our office, 301 Main Street, Suite 212, Huntington Beach, CA 92648.
- Next FULL BOARD MEETING: **Wednesday, September 27th, 2:30pm – 5:00pm** at the **Shorebreak Hotel**, *Meeting 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.*