

**Visit Huntington Beach
Executive Committee Meeting Minutes**

Thursday, August 25, 2016

3:30 p.m. – 5:00 p.m.

Paséa Hotel & Spa, Drift & Coast Room
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 Chair Peter Rice at 3:30 PM
- II. Roll Call:
Barnes (Duke's Huntington Beach) **present**, Blakeslee (Paséa Hotel and Spa) **present**, Fischer (The Waterfront Beach Resort, a Hilton Hotel) **present**, Mantini (Individual-at-large with interest in tourism) **present**, Rice (The Hyatt Regency Resort & Spa) **present**, Smallwood (Kimpton Shorebreak Hotel) **absent**, Solanki (Ocean Surf Inn & Suites) **present**, Thompson (First Bank) **present**.
- III. Announcement of Late Communications: **None**
- IV. Public Comments — Chairperson (limited to 3 minutes/person): **None**
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. Consent Agenda – Nicole Thompson, CFO and Kelly Miller
 - a. Latest TOT / TBID Reports
 - b. CBRE/PKF Reports
 - c. Current Financials
Nicole Thompson went over the TOT/TIBD report, and Trends from April, May, and June 2016, as well as the Financials, for April and May 2016. TOT and TBID receipts were up by 6.9% in May, and up 12.1% in June. There was a motion to approve consent agenda by Peter Rice, which was seconded by Janice Mantini, and passed with no opposition.
- VI. Chairman's Report (Rice)
Peter Rice gave the Chairman's Report and discussed the TOT Task Force meeting that held on August 12, 2016 at the Hyatt Regency Huntington Beach Resort & Spa with some members of the City of Huntington Beach staff. The purpose of the meeting was

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to try and accurately forecast FY 16-17 TOT revenues. Susan Thomas mentioned the concerns that the market demand for overnight hotel rooms might be leveling out. More room inventory is affecting occupancy rates. This may affect TOT in the upcoming fiscal year.

VII. Brief Department Updates (Miller)

a. Marketing and PR

Susan Thomas gave updates from the Sales and Marketing Meeting that took place at the Hyatt Regency Huntington Beach Resort and Spa on August 12, 2016. She discussed having additional Q&As on the Surf City USA website that people can look at when they have questions about what Visit Huntington Beach does as an organization, which will go along with the Transparency and Accountability section of the website. She then brought up establishing a task force for the Tokyo Olympics in 2020 for surfing and skating to look at promotional opportunities. Janis Mantini brought up possibly hosting surfing in Huntington Beach. Peter Rice asked when the decision of where the Olympics in 2024 will be held is made- that will be decided in September of 2017. Kelly Miller spoke about the two organizations that will play a big role in Olympic Games surfing: ISA (International Surfing Association) and the WSL (World Surf League). Susan Thomas continued giving overall updates for sales and marketing.

b. Sales

Sales numbers were reviewed and YTD numbers indicate the team will meet and exceed their FY 16-17 meeting and convention goals. On the meetings marketing front, Susan spoke to the committee about drone aerial footage of the HB Collection to show meeting planners the walkability of the hotels in relation to each other, Pacific City, and Downtown Huntington Beach. Another way to promote Huntington Beach as a meeting sales destination would be to advertise through Cvent with pay per view videos on their home page. Susan also discussed VHB using E-promotional campaigns and how they are looking for need periods using the STR reports. She believes it would be a good idea to focus on extended day weekends for promotions in the resort properties during need periods. Susan went over the July STR report and explained what destinations we compete with and went over how you compare destinations' ADR, RevPAR, and Occupancy. Scott Blakeslee said that the Paséa Hotel & Spa is reporting, but is not yet showing on the report

c. Film & Travel Trade

Susan Thomas discussed Matt Leffering filming Kelly for a talk show format show that will air on the local Channel 3. This is a part of a local advocacy strategic plan.

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d. Visitor Services and Information Technology

Miller spoke about both the daytime and nighttime ambassadors programs and the help that they have been to downtown businesses. From all perspectives, the program continues to be a success. Looked at the numbers for nighttime ambassadors, the number of disturbances went down after they began working. The word is getting out to potential troublemakers that downtown HB is not the place to go late at night on the weekends. Big Tony's team is making a difference, as is the revamped downtown Ambassador team.

VIII. President/CEO Report and Updates

FY Slate of Officers and three new Board members: The proposed Executive Committee and Board Officers for FY 16-17 are Peter Rice (Chair), Scott Blaskeslee (possible incoming Chair: Update since meeting-He will be the Vice Chair), Paulette Fischer (Immediate Past Chair), Nicole Thompson (CFO/Treasurer), Janis Mantini (Secretary), Justin Simpson (new Shorebreak GM) and Deven Patel.

The Leadership Development Ad Hoc Advisory Committee consisted of Meg Bernardo, Janis Mantini, Nicole Thompson, Brett Barnes and Kelly Miller met several times over the summer to discuss potential new VHB board members, who would join the board effective October 1, 2016 for their first 3-year term. The committee recommends the following candidates. All three have agreed to serve if approved.

1. Alicia Whitney, CEO/Founder, Prkt Hospitality & Concessions Group: (Board Classification: Retail, Manufacturing, Restaurant, Services). Brett Barnes' seat.
2. Todd Szilagyi, COO, Best-VIP Chauffeured Worldwide (Board Classification: Retail, Manufacturing, Restaurant, Services). Robert Vaughan's seat.
3. Jeff Snow, Municipal Services Director, Rainbow Environmental Services (Board Classification: Visitor Serving Business). Stenn Parton's seat.

Motion by Barnes, seconded by Thompson to approve slate of VHB Executive Committee and state of officers.

Miller also spoke about the growing homeless issue that is plaguing not only Huntington Beach, but entire state of CA. Many policy options are being discussed in Sacramento to address this growing concern.

IX. Policy on supporting special events (marketing, value-in-kind, donations)

Executive Committee discussed certain policy recommendations regarding VHB funding and supporting special events. Janis Mantini asked how VHB would decide a measurement

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on which events to donate to and how much should be given. She recommended tying in VHB goals and objectives and quantifying the data to decide. Staff will work on formalizing a written policy.

X. New Business

Scott Blakeslee brought up selling Huntington Beach as a destination through Cvent for an upcoming event that will take place November 6-8, and how the hotels could partner to make this a desirable destination to stay during the event.

XI.

XII. Next Executive Committee Meeting: Thursday, September 22nd, 3:30 PM – 5:00 PM, Hilton Waterfront Beach Resort, Reef Boardroom (*Note: Room may change without notice*)

XIII. Adjournment

Adjourned at 4:52 pm

Key dates and important time change to remember

- ***September EXECUTIVE COMMITTEE MEETING: Thursday, September 22nd, 3:30 pm – 5:00 pm at the Hilton Waterfront Beach Resort, Reef Boardroom (Note: Room may change without notice)***
- ***September FULL BOARD MEETING: Tuesday, September 27th 3:00 pm – 5:00 pm at the Kimpton Shorebreak Hotel, Room TBD***
 - ***PLEASE NOTE: This meeting will start at 3:00 pm instead of the usual start time of 3:30 pm.***

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ANTITRUST COMPLIANCE POLICY

It is the policy of the Huntington Beach Marketing & Visitors Bureau 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 the Bureau and by representatives of any stakeholders of the Bureau.

At any meeting of the directors of the Bureau or any committees of the Bureau, or at any meeting where any employee of the Bureau is present or where the Bureau 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.*