

Visit Huntington Beach
Executive Committee Meeting
Wednesday, October 22nd, 2014 at 3:30 P.M.
The Waterfront Beach Resort, A Hilton Hotel
21100 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 Chair Brett Barnes
- II. Roll Call:
 - a. Barnes (Duke's Huntington Beach), Devitt (The Hyatt Regency Resort & Spa), Frechette (The Shorebreak Hotel), Patel (Howard Johnson Hotels), Fischer (The Waterfront Beach Resort, a Hilton Hotel), 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. Financial Report by CFO Nicole Thompson
- VI. Chairman's Report
- VII. Brief Department Updates
 - a. Marketing and PR
 - b. Sales
 - c. Film and Sports Commissions
 - d. Visitor Services
- VIII. President's Report by Kelly Miller
 - a. 2014-2017 Strategic Plan discussion and approval
 - b. Committee and task force discussion and approval
 - c. HBTBID Contract with City of Huntington Beach discussion and approval if needed
 - d. Booking.com discussion and approval
 - e. OCVA China trip recap
 - f. Annual Review

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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.*

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- IX. New Business and any additional voting action
- X. Next Executive Committee Meeting: Wednesday, November 20, 2014
- XI. Adjourn

"Heads in Beds"