

**Visit Huntington Beach
Executive Committee Meeting Minutes**

Thursday, October 22, 2015
3:30 p.m. – 5:00 p.m.
The Kimpton Shorebreak Hotel
Studio Room
500 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 3:34 p.m.
- II. Roll Call:
Fischer (The Waterfront Beach Resort, a Hilton Hotel), Thompson (First Bank), Rice (The Hyatt Regency Resort & Spa); McNally (Kimpton Shorebreak Hotel), Blakeslee (Pasea Hotel and Spa), Gordon (Republic Services)

Absent: Barnes (Duke's Huntington Beach), Patel (Huntington Harbour Inn & Suites)
- 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 – Kelly Miller. Miller discussed the latest TOT / TBID report. **Motion made by Thompson and seconded by Fischer.**
 - a. Latest TOT / TBID Reports
 - b. Financials (Note: These will not be ready per Melissa)
- VI. Chairman's Report (Rice): None
- VII. Brief Department Updates (Miller)
 - a. Marketing and PR: The VHB currently focused on developing a more detailed marketing plan. This includes market analysis research, objectives and strategies with tactics for domestic and international market in FY 15/16. Our new advertising agency, The Atkins Groups spent three days with the VHB group this month. They attended a Downtown BID meeting, got a hard hat tour of Pasea and Pacific City and met with DCI and Simpleview. VHB staff is working with NYC filmmaker Nick Bowser on the edit of our Makers and Shapers documentary film of the Big Board. We expect to see the first cut on Wednesday, November 4 at 10:00. VHB, in concert with DCI, is

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generating average of \$400,000 in earned media coverage per month. VHB is working with Julie Toledo from the City of Huntington Beach to align communications protocols, messaging and channel distribution in preparation for any public communications around El Nino's impact that may occur in the community this winter/spring. She is connecting us with the City's EOC manager, Breven Mitler, so that we can prepare a page on www.surfcitycityusa.com with straightforward, direct information for visitors and tourism businesses in case flooding or any significant weather event. This page will be ready to deploy in mid-November.

- b. Sales: Site Classic – John Ehlenfeldt All high end incentive companies
IMEX – Las Vegas – John Ehlenfeldt and Elsie Rodriguez. Partnered with Visit Anaheim Hilton, Marriot, 360 Destination and DMC. 6 leads, 25 appoints, 13 additional combined appointments.
Site Global – India John Ehlenfeldt – October 19 – 28, 2015
Northern California Sales Mission – Co-op with Visit Anaheim – October 20-22, 2015
Total Leads Generated: 15
Site Inspections: 2 Site Inspections and City Tours
Confirmed Room Nights: 1100 Room Nights
 - c. Film, Sports and Travel Trade: In September, VHB and Shorebreak hosted the Willy Scharnow Fam. Eleven of the top travel agents from Germany were invited by the Willy Scharnow Foundation to experience Central and Southern California. They stopped by Mammoth, Santa Barbara and Los Angeles. Recent journalists we have hosted in the destination with our partners include Jason Harris, a blogger with www.travelingdad.com, a CLEO magazine writer from Australia, and the California Dream Eater, Chase Ramsey shooting three episode from October 13-14. We are working on a FAM with Karen Kwan, freelancer out of Canada, on assignment with AmongMen.com and a Thanksgiving FAM for Canadian travel and culinary writing.
 - d. Visitor Services and Information Technology: VHB hired Sherry Stence as a part-time ambassador in place of using EES services. The next Partner Information Meeting is on Wednesday, November 4 at 10:00. Two new computers have been set up for new staff members. VHB has hired Tonya Imada as the new Sales and service Coordinator. She will be assisting Group Sales and Visitor Services and will begin on Monday, November 2.
- VIII. VHB's FY 15-16 Destination Marketing Plan: Miller presented a draft of the VHB Annual Report/Marketing Plan.

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- IX. President's Report by Kelly Miller
- a. Recap of JWA Port of Entry Meeting, Saturday, Oct 17. Miller gave an update on the port of entry meeting.
 - b. Big Board Update: The decision on who will host the Big Board Epic Movie Premier will be decided next week.
 - c. 2016 Airshow: Discussions on moving the airshow to 2017. Airshows usually go from April through October. Looking at last week of October to first weekend of November. Beach to Magnolia. 200,000 people anticipated.
- X. New Business
- a. Approval of FY 14-15 Incentives: Miller presented the year-end numbers for the Board approved VHB Team incentive program. The Team did a fantastic job on reaching and exceeding many established FY 14-15 goals and objectives in one of HB's most successful tourism years ever. **Motion made by Gordon and seconded by McNally to approve up to \$103,000 in total incentive dollars. Motion carried unanimously.**
 - b. Discussion of Miller's FY15/16 goals.
 - c. Attorneys Ardelle St. George and Don Carnegie are under a two year contract. If we buy them out it will cost VHB \$16,000. Miller mentioned that they are not a good fit for the way that VHB is currently heading. We will send out an RFP.
- XI. Next Executive Committee Meeting: Wednesday, November 18, 2015, at the Hyatt Regency Huntington Beach Resort and Spa, at 3:30 p.m.
- XII. The Executive Committee meeting adjourned at 4:20 p.m.

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ANTITRUST COMPLIANCE POLICY

It is the policy of Visit Huntington Beach 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.*