

Visit Huntington Beach
Executive Committee Meeting
Thursday, January 22, 2015 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.

MINUTES

- I. Call to Order at 3:00 p.m., and Antitrust Reminder (*see reverse*) by Chair Paulette Fischer
- II. Roll Call: Present
 - a. Fischer (The Waterfront Beach Resort, a Hilton Hotel), Barnes (Duke's Huntington Beach), Thompson (First Bank), Patel (Best Western Harbour Inn & Suites), Rice (The Hyatt Regency Resort & Spa)
 - b. Not Present: Frechette (The Shorebreak Hotel)
- 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. Financial Report by CFO Nicole Thompson
 - a. Approval of November and December financial statements: Nicole presented the TOT/TBID reports for October and November 2014, and the financial statements for November and December 2014.
 - i. TOT/TBID reports show an increase in TOT revenue for October 2014 of 24.1%, and an increase in TBID revenue of 85.1%. TOT reports show an increase in TOT revenue for November 2014 of 11.3%, and increase in TBID revenue of 66.9%. The TOT increase is a more accurate gauge of how month-to-month the hotels are performing, as the massive increases in TBID revenue is affected by the assessment rate being changed from 2% to 3%.
 - ii. YTD numbers for the first two months of the FY reflect an increase of 18.3% in TOT revenue and 76.8% in TBID. Overall, this is a great start to the FY. The business objective for FY 14-15 is to increase hotel room revenue by 4.5%.
 - iii. Both the November and December 2014 financials reveal nothing unusual. The Statement of Financial Position for both months reflect a positive "total checking/savings" number of \$75, 910 for November and \$220,929 for December. The Statement of Activities will continue to reflect a much higher than anticipated net income amount due to the transition from the old TBID accounting model to the newly defined expenditure areas dictated by the District Management Plan.
 - iv. Motion made by Thompson and seconded by Barnes to accept the financial reports.

Visit Huntington Beach
Executive Committee Meeting
Thursday, January 22, 2015 at 3:30 P.M.

- b. Changing Banks: Executive Committee discussed pros and cons of switching checking accounts and money markets from California Bank & Trust to First Bank. Motion made by Fischer and seconded by Barnes to move checking accounts to First Bank and to continue to shop money markets when they come due to get the best rates. Motion passed unanimously.

VI. Chairman's Report (Fischer): None

VII. Brief Department Updates

- a. Staffing Updates: Miller announced the hire of Susan Thomas as the new Chief Marketing Officer. Thomas will begin on March 16th. Sophia Valdivia was a temporary employee but recently hired permanently as the Special Projects Coordinate. Dolores Wilson started on January 20th as the Office Manager. All three of these positions are in the approved FY 14-15 budget.
- b. Marketing and PR: Began working with Development Counsellors International (DCI). Staff is working to determine a "most wanted media" list. DCI will be working with staff on the Guinness World Record event project. DCI has also already been providing media leads for HB. Began Simpleview integration for the Communications department. Finished Surf City VIP Social Media campaign. Currently a dozen Surf City VIPs. Over 20,000 app views in a little over two months. Of these, people 438 signed up to become a VIP and received the code to book their surf lesson. Three hundred sixty people entered the Golden ticket raffle.
- c. Sales: Total room nights for the month of January: 4190; total economic impact: \$3,185,188.80; Total leads: 36 leads; 29% for the year. Working on FAM for Conference/Direct local planners.
- d. Film and Sports Commissions: Huge film FAM this weekend. Staff is working with Disney for possible movie premier at Pier Plaza. Staff will be meeting with the Superintendent of the schools within the next few weeks to discuss the role of VHB.
- e. Visitor Services and Information Technology: Ambassador Russ is now a full time VHB employee. Staff will research other companies for long term part time coverage needs. Currently using EES to fill in the schedule. Staff will start laying the ground work for launching a volunteer program that will supplement the Downtown Ambassador program. Partner Information meetings have been scheduled for next six months to help businesses understand the role VHB plays in the community. Best Western Harbour Inn and Suites and CloudMover Day Spa have started as new advertisers on the website. Conducted a comprehensive CRM training with the entire staff on January 7th and 8th, in order to make better use of the CRM. Staff will be working with Simpleview to implement the new CRM abilities we learned about.

VIII. President's Report by Kelly Miller

- a. Leadership development committee: The Leadership Development Committee met last week to address the current board vacancy left by Barbara Delgleize when she was elected to City Council. Her job seat classification was "Visitor Serving Business." A need that was identified many months ago in 2014 by both the Committee and Executive Committee was to have a senior member from the retail industry serve on VHB Board. DJM was identified as a firm to discuss this opportunity. Their developments in HB (Bella Terra and Pacific City) are substantial. Shopping is one of the top reasons why visitors choose a destination. The Committee decided to pursue this strategic direction. Consequently, Stenn Parton was officially nominated by the Committee for approval at the Executive Committee and full VHB Board levels. Motion made by Thompson and seconded by Patel to appoint Stenn Parton to the VHB Board. Motion passed unanimously. Vote by full VHB Board next week.

Visit Huntington Beach
Executive Committee Meeting
Thursday, January 22, 2015 at 3:30 P.M.

- b. Advocacy committee: Meeting was canceled due to the planned January 19th City Council meeting being moved because of Martin Luther King day to the same day as the Advocacy meeting (Jan 20).
 - c. Joint BID strategy meetings: A meeting was held on January 13th with all three BIDs and City staff present. Updates were given and it was agreed to meet again in February to explore possible strategic alignments, especially in the area of marketing.
 - d. Miscellaneous City of HB updates: VHB staff continue to work closely with City staff on a variety of important issues for the Surf City USA brand.
- IX. New business and any additional voting action: Motion made by Thompson and seconded by Barnes to accept the November 20, 2014 Executive Committee minutes. Motion passed unanimously.
- X. Next Executive Committee Meeting: Thursday, February 19, 2015 at 2:00 p.m. at the Hyatt Regency Huntington Beach Resort and Spa
- XI. Meeting adjourned at 4:30 p.m.

A special thank you to Paulette for hosting the welcome event for Peter Rice.