

Visit Huntington Beach
Executive Committee Meeting
Thursday, February 19, 2015 at 2:00 p.m.
The Hyatt Regency Huntington Beach Resort and Spa
Bolsa Chica Boardroom
21500 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 Paulette Fischer at 2:04 p.m.
- II. Roll Call:
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)
- 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 January Financial Statements: VHB TOT revenues were up 5% for the month of December. YTD TOT was up 14.3%
 - b. Audit Update: Audit is completed and will be presented to the Executive Committee and Board in March.
- VI. Chairman's Report (Fischer): Miller mentioned that Brent McNally was currently named the new General Manager at the Shorebreak Hotel. He was currently at the Cypress Hotel in Cupertino California and will start on March 2nd.
- VII. Brief Department Updates (Miller)
 - a. Marketing and PR: Madison began planning for the 2015/2016 HB Visitors Guide. Completed design and printed new HB rack brochure. Continued planning with DCI Finalized Most Wanted Media List. Crafted the earned media plan for the Guinness World Record Big Board attempt. Reworked and signed 2015/16 Destination Think! Social Media contract. Created and distributed press release for Susan Thomas. Began discussions with Laguna Beach, Newport Beach and Anaheim/OC Visitors Bureau on joint PR efforts. VHB has just under 10,000 followers on Instagram account@surfcityusa. More than 24,000 photos with #surfcityusa on Instagram. Over 52,500 likes on Facebook. Rachel completed a Social Media presentation and workshop for Surf City CIP campaign participants with 7 attendees.

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- b. Sales: Siting both the Waterfront and Hyatt for a 2400 room night program scheduled for 2018. This program is a series of eight incentive programs scheduled back to back. LPL Financial is looking at the Hyatt for several upcoming meetings scheduled for 2015. Honda looked at the Waterfront and the Hyatt for 700 room nights for a program in 2016. There are a number sales efforts/shows: Luxury Meetings Summit in Atlanta, George and Nashville, Tennessee. Sales Calls in Atlanta, GA: Alliance Meetings and Incentive, BCDM&I – Coco Cola, Meeting Expectation, SAS. Definite Bookings: Nike/Converse – 135 nights and Honda 700 room nights. Meetings Group Newsletter will be going to over 2,000 planners the first week of March, 2015.
- c. Film and Sports Commissions: Briton just returned from the Go West Summit. She met with about thirty receptive operators, wholesales and tour operators. Beginning follow up process. She will be going to California Outlook Summit on February 23rd-24th, and the AFCI Locations Tradeshow on March 5th-March 7th.
- d. Visitor Services and Information Technology: Nicole is working on the Ambassador Program. Setting up our first quarterly with the PD and BID for some time in the next two weeks, ordering new shirts. Working with Rachel to create a postcard for Ambassador Russ to distribute to downtown front-line staff, advertising the program and our new Partner Information Meetings. Nicole continues to work on the new Partner section of the website. First pages should be up by end of February. Madison and Nicole are working with Pat Brenden to update signage on the kiosk. New blinds were recently installed. Nicole is working with John and Melissa to set up the new Financial Edge accounting software.
- e. Special Projects: Sophia is getting new brochure holders and stands for business that need them. We are updating the existing wire stands with our new logo. She is handling Simpleview items, specifically the events calendar.

VIII. President's Report by Kelly Miller

- a. Committees and Task Forces: Dolores will resend the VHB Ad Hoc Committee list to the Board Members requesting that they join a Committee/Task Force
- b. Advocacy Committee Update: Kelly updated the Executive Committee on the Tuesday, February 17th meeting.
- c. OCVA Presentation by Ed Fuller at full Board Meeting in February.
- d. RSVP: Please make certain that when Dolores requests that you RSVP to something that you respond back.
- e. Other Items: Dolores is working on scheduling meetings with all of the Council Members to update them on what our business model is and how we have built the market.

Nicole Thompson will be looking around for the best rates for the CD/money market. This is for the \$50,000 BID/CD. Motion/Second by Rice/Fischer for Thompson to proceed to look around for rates.

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- IX. New business and any additional voting action. Motion to approve First Quarter FY 2014/2015 Incentive Plan as presented by Kelly Miller. Passed unanimously. Motion/Second by Rice/Patel to approve Incentive Plan.
- X. Next Executive Committee Meeting: Friday, March 27, 2015 at 3:30 p.m. at the Waterfront Beach Resort, a Hilton Hotel. We will hold the VHB March Board Meeting at the Shorebreak Hotel, a Kimpton Hotel.
- XI. Adjourn at 3:08.