

**Visit Huntington Beach
Executive Committee Meeting**

March, March 27, 2015 at 3:30 p.m.
Waterfront Beach Resort, a Hilton Hotel
in the Dolphin Room (next to the Grand Ballroom)
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 and Antitrust Reminder (*see reverse*) by Chair Paulette Fischer. Fischer called the meeting to order at 3:33 p.m.
- II. Roll Call:
Fischer (The Waterfront Beach Resort, a Hilton Hotel), Barnes (Duke's Huntington Beach), Thompson (First Bank), Rice (The Hyatt Regency Resort & Spa); McNally (Kimpton Shorebreak Hotel)

Absent: Patel (Best Western Harbour Inn and 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. Financial Report by CFO Nicole Thompson
 - a. Approval of February Financial Statements: VHB TOT revenues were up 16.3% for the month of January. YTD TOT was up 14.8%. Motion/Second Rice/Fischer.
 - b. Audit Presentation – James Ramsey, CPA, MSA, Vavinek, Trine, Day & Co., LLP. The 2012/2013 draft audit financial statements were presented to the Executive Committee members. They will also do the 2014/2015 audit for VHB. The final audit will be presented at the Board of Directors meeting in April.
- VI. Chairman's Report (Fischer): None
- VII. Brief Department Update (Miller)
 - a. Marketing and PR: Huntington Beach was voted *USA Today's* number one Best Beach by readers. After winning best beach VHB received 1,849 likes, 105 comments and 864 people shared it on their own pages. We currently have 10,600 followers on Instagram. We were also named number one in *Men's Journal* 50 best places to live in the United States. We organized and executed full photoshoot with locations, activities to fill photo needs and build our library. There were approximately 14,000 images taken. Began production of the 2015/2016 Huntington Visitors Guide. We also hired a new marketing/PR intern who currently attends Chapman University. DCI and our new CMO, Susan Thomas will do a presentation at the board meeting on Tuesday.

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- b. Sales: For the month of March there were 20 leads, 8,525 potential room nights. Attending luxury meetings in Boston, New Jersey and New York. There will be 30 planners at each show. Lunch with Maritz from Allergan. Meetings with Industry Council tradeshow co-op with AOCVCB in Denver with approximately 1,200 in attendance. John is in the process of getting his CDME certificate. He is 85% complete.
- c. Film and Sports Commissions: *Always Sunny in Philadelphia* will be filming on the Pier next week. VHB is creating a VIP card program for sports event participants coming into Huntington Beach that will offer discounts and specials at various businesses. We recently hosted a brand USA /Hawaiian Airlines FAM with 13 Australian participants. Half of the guests stayed at the Hilton and half stayed at the Hyatt. Had a site inspection for Julia Tours (Mexico Tour Operator) that went to the Shorebreak and Hilton. Hosting 13 travel trade reps for a Visit CA French FAM this Saturday. Eating dinner at Sandy's followed by a beach bonfire at Waterfront Adventures.
- d. Visitor Services and Information Technology: The Ambassador Program currently held their first quarterly meeting with BID, HBPD and VHB to make sure all partners are up to date on program details. The new CMS was launched on Thursday, March 26th. We have thirty days to find any errors and report them to Simpleview to be fixed. After that we will have to use support hours for any changes. Working with Booking.com to switch to their booking engine on the website as of mid-May. The kiosk is on peak season hours for Spring break: 10:00 a.m. to 7:00 p.m. on weekends and 10:30 a.m. to 7:00 p.m. on weekdays. The first portion of the Partner section of the website launched on Friday, March 6th. Additional pages will be posted over the next three months.

VIII. President's Report by Kelly Miller

- a. Wayfinding Program: John Bosnio was in town on Thursday, March 12th. The City of Huntington Beach will be doing the RFP. It will take approximately two months.
- b. Shuttle Program: Rolled into one RFP. Will go out in one week. Kelly contacted Robert Vaughn to update him on status.
- c. Guinness World Record Attempt: On Tuesday we will get the final price on the foam which will cost approximately \$24,000. The total costs of the board will cost approximately \$100,000. It should take approximately six weeks to complete. The board should be here around June 20th. VHB currently has received donations from the City, Rainbow Environmental Services, OC Coast Keepers. Celeste Hamil will sell additional sponsorship if needed. We will invite newscasters, celebrities, councilmembers, etc. Individuals will ride on the board such as Kelly Slater.
- d. Miscellaneous City of HB Updates: On April 15th is the 28th Annual HB COC Economic Conference. The City will be presenting. Curt Pringle, Dr. John Husing and Dan Walters will be speaking.

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- IX. New Business and Any Additional Voting Action: Paulette said that the Waterfront is having to hire additional help. Brett indicate that Duke's and Sandy's will be hiring also. The additional support is due to the increase in business.
- X. Next Executive Committee Meeting: Thursday, April 23, 2015 at 3:30 p.m. at the Kimpton Shorebreak Hotel.
- XI. Adjourn: The meeting adjourned at 4:12 p.m.

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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.*