

Visit Huntington Beach
Executive Committee Meeting
Thursday, April 23, 2015, at 3:30 p. m.
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 Paulette Fischer at 3:31 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)
Guest: Peter Townend
- 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 - CFO Nicole Thompson: **Motion made by Rice and seconded by Barnes to approve the Consent Agenda. Ayes unanimous.**
 - a. March 2015 TOT / BID Reports: Overall TOT receipts for Feb 2015 were down 5.3%, but YTD TOT receipts for Oct-Feb are up 10.2%. This is the first negative month since October 2013. This was due to several group cancellations at the larger hotel(s). The good news is it looks like everyone had a great March, which should result in positive TOT numbers for March 2015.
 - b. March 2015 Financial Statements: The Statement of Financial Position reflected a positive total checking/savings number of \$240,650. Looking to switch accounts over to First Bank later in the Fiscal Year once the new VHB accounting software is launched. On the Statement of Activities, we were budgeted to have a deficit of \$500,000. We ended the month at \$130,492 in the positive. This is a strange year because of the new reporting with the six TBID budget categories, so next year the numbers should be more in line with the projected monthly expenditures and actual expenditure. Overall, we are very comfortable financially as hotel sales continue to trend ahead of the 4.5% projection.
- VI. Possible Audit Presentation – James Ramsey: Mr. Ramsey will be presenting the Audit Presentation at the Board Meeting on Tuesday, April 28, 2015.

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VII. Chairman's Report (Fischer): None

VIII. Brief Department Updates:

- a. Susan Thomas (Chief Marketing Officer): Visitor traffic to the mobile site has increased 191% fiscal year-over-year (October to March) to 39,275 user sessions. The vast majority of this traffic is from organic search and referrals. Two-thirds are on iOS phones and most of the remaining one-third on Androids. Seventy three percent of mobile traffic is California based and the largest ADI's for mobile traffic are Los Angeles (20%), and in markets in Huntington Beach (9%) and San Diego (4%). Top content areas include restaurants, US Open of Surfing, plan your visit/visitor's guide, events calendar and things to do. Big Board PR is well underway. DCI is planning to launch the Big Board pre-story media in mid-May.
- b. Sales: For the month of April, there were 15 leads, 1,995 lead room nights and 155 booked room nights. John has attended a few group meetings, tradeshow: Conference Direct in Dallas from April 19 – April 22, 2015, MPI – ED / CON Tradeshow Hilton Costa Mesa - April 23 – 24, 2015 (Local Corporate Market), Luxury Meeting Summit in St Louis and Kansas City/ One on One Appointments– April 28 – May 1, 2015, Meeting Focus / One on One Appointments– La Quinta - May 3 – 6, 2015 (Local Corporate Market), Successful Meetings / One on One Appointments – Balboa Bay Resort May 11 – 14, 2015 (Local Corporate Market). We have working a large lead with Taco Bell 2016 for February 2016, 450 peak rooms, and 1035 total room nights.
- c. Marketing and PR: Continued production of the 2015/2016 HB Visitors Guide. Completed a three-day Huntington Beach New York media mission that included appointments with journalists from Conde Nast Traveller, Daily News, Shermans Travel, Parents Magazine, About.com Honeymoons, Redbook, Departures, American Spa, Lucky Magazine, Outside Magazine, Men's Journal, and Men's Fitness. Follow up for these meetings has begun and we have already received coverage from About.com Honeymoons as a result of our meeting: <http://honeymoons.about.com/od/southernca/ss/Surf-City-USA-for-Couples.html>. Attended Visit California's Los Angeles Media Reception where over 50 media were in attendance. Interest in Huntington Beach expressed from the new AAA Westways journalist, People Magazine's Travel editor, and the head travel writer for Modern Luxury. Madison be attending the California Cup in San Diego in place of Briton Saxton, as she will be at a sporting trade show. Immediately follow the CA Cup, she will head to Toronto for Visit California's Toronto Media Reception, along with additional media appointments outside of the event.
- d. Film, Sports and Travel Trade Update: *It's Always Sunny in Philadelphia* filmed on Tuesday, March 31st on the Pier. Briton gave information to the HB Independent and OC Register about doing an article on HB being a filming hot spot. She is going to NASC Sports Symposium next week in Milwaukee, WI. She currently has 37 appointments with various event owners. Setting up a FAM for a group of eleven travel agents from a UK tour operator company, Gold Medal. Going to the Visit CA Canada Sales Mission in two weeks.

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- e. Visitor Services and Information Technology: VHB launched the new CMS 3.0 with Simpleview. Nicole, Susan and John were at the Simpleview Summit this week learning about upcoming digital marketing trends in the industry, getting information about SEO friendly content and learning more about our CRM and CMS capabilities. We held a Partner Information meeting on April 14th with attendees from Sweet Mission Cookie Company, Huntington Harbour Antiques and Art Mall, and Haole Boy Shave Ice. Nicole is working with Simpleview and staff to create a microsite for the Big Board event. She will be distributing postcards for the event at the OC Concierge Association's Annual Tradeshow, as well as at the OCVA Annual Conference on May 6th.
- f. Special Projects Coordinator: Working closing with Susan Thomas with marketing needs and transitioning into a media based role at VHB. The VHB Open House was a great success. Working on the Calendar of Events and surfcityusa.com listings.

IX. President's Report by Kelly Miller

- a. Shuttle Program: Continue to work closely with the City. The final RFP should be finalized and issued any day now. Looking to launch the service on June 15th versus May. Selected vendor and City will finalize the final route map and schedule.
- b. Wayfinding Program: Received RFP yesterday. The final RFP should go out within the next few weeks to hire the consulting firm that will facilitate the wayfinding planning process with the City, VHB and key community stakeholder groups.
- c. Big Board Guinness World Record Activities: Kelly showed the Committee a rendering of the completed Big Board installed adjacent to the Int'l Surfing Museum. The world record attempt is scheduled for June 20th at the Southside of the Pier from 9:00 a.m. – 12:00 p.m. Riders will be a combination of surf legends, Walk of Famers and Hall of Famers, sponsorship riders, winners of social media campaign, etc. This is the same day as Chili Cook Off, so number of spectators should be great. Pier Plaza is reserved for Big Board sponsorship tents, VIP area, stage for music and awards presentations, etc. VHB is doing our own filming to produce several videos that will live on our site and be part of the final installation story. Visit California is still planning to do their "Dream Big" filming and promotion as well. PT suggested doing a short documentary film and submit it to the 2016 Newport Beach Film Festival, and similar film festivals. The Big Board will be in the 4th of July Parade, and hopefully at the US Open of Surfing. Looking to install the board in mid-September and work to have it part of a larger Surf City USA cultural walking tour with other beach/surf cultural stops. On another matter, PT suggested expanding the Walk of Fame down Pacific Coast Highway. Brett suggested possibly expanding the Walk of Fame down Walnut Street. Kelly discussed the financial side of the Big Board and presented a comprehensive budget showing projected revenue and anticipated expenses. **Motion made by McNally and seconded by Barnes to accept the plan as presented, including up to \$60,500 in additional VHB funds (as outlined in the proposed budget) to properly leverage this wonderful opportunity. Ayes unanimous.**

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- d. Vacation Rentals Discussion – Kellee Fritzal, City of Huntington Beach. Kellee will be at the Board meeting to discuss the vacation rentals. Kelly mentioned that the City Council work session been pushed back to August.
 - e. Other Items: None.
- X. New Business and Any Additional Voting Action:
- a. Short and Long Term Disability: Kelly provided an update on short and long term disability for VHB employees. It will cost VHB only \$278.00 per month for all full time employees, and includes STD/LTD coverage, an additional \$10,000 in life insurance, six Employee Assistance Program visits/year and travelers assistance. **Motion made by Barnes and seconded by Rice to approve the short and long term disability insurance as presented.**
 - b. Incentive Program: Kelly provided an update on the quarterly and YTD incentive plan for the Sales Department. Leads, lead room nights represented, booked room nights and site inspection numbers are all trending above goal. **Motion made by Thompson and seconded by Rice to approve incentive program quarterly distribution as outlined in FY 14-15 budget and department goals.**
- XI. Next Executive Committee Meeting: May 21, 2015 at 3:30 p.m. at the Hyatt Regency Huntington Beach Resort and Spa.
- XII. Meeting adjourned at 4:31 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.*