

**Visit Huntington Beach  
Executive Committee Meeting**

Thursday, May 21, 2015  
Hyatt Regency Huntington Beach Resort and Spa  
Heron 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](http://surfcityusa.com). Questions on agenda items may be directed to Kelly Miller, VHB President/CEO, at (714) 969-3492 or [Kelly@surfcityusa.com](mailto: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 3:33 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)  
  
Absent: McNally (Kimpton 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. Consent Agenda - CFO Nicole Thompson: **Motion made by Rice and seconded by Barnes to approve the Consent Agenda. Ayes unanimous.**
  - a. April 2015 Financial Statements: The Statement of Financial Position for Total Checking/Saving balance is a positive \$133,384. On the April Statement of Activities we can see that the revenues compared to month expenditures are positive. In the Total column, this net income figure was \$210,228, compared to an estimated -\$533,818. FY14-15 is off one year with our new TBID account buckets. With new accounting software and year worth of history with the new budget codes, we will start to see budget numbers align more closely with actuals.
  - b. April 2015 TOT / TBID Reports: In regards to the 10% Transient Occupancy Tax Receipts, sales are up 16.7%. Year to Date (October through March) sales are up 11.5%. Hotels with rooms under 150 had a 23.1% increase. Hotels with rooms over 150 had an increase of 15.6%. Sunset Beach sales were up 20.6%
  - c. New Signers on Bank Accounts: VHB has switched over from California Bank and Trust to First Bank. We have opened two checking accounts. We still need to order checks. The signers on the accounts will be Kelly, Nicole, Peter, Paulette and Brett. Dolores will have authority to do stop payments. All accounts should be open by end of July.

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VI. Chairman's Report (Fischer): None.

VII. Brief Department Updates

- a. Marketing and PR: Attended the California Cup golf tournament in San Diego. Madison met with 30 tour operators, company owners and decision makers from international markets including Japan, Canada, Australia, France, Germany, Switzerland, Scandinavia, the UK, and the US. Attended the Visit California Toronto Media Reception. Met 51 journalists from leading outlets such as Dreamscapes Magazine, Global News, Globe & Mail, Toronto Sun, Huffington Post Canada, and Metro News. While in Toronto, Madison held seven media appointments with journalists from The Globe & Mail, Travel + Escape, Huffington Post Canada, Dreamscapes, Travelweek, Toronto Sun, Inbetween, and Vitamin Daily. Hosted journalists from The New Zealand Herald, AAA Highroads AZ, Breakfast Television Calgary, Daily Mom, and Chicago Parent. Through VHB partnership with Visit California and DCI, we brought Breakfast Television Calgary to Huntington Beach for a surf lesson. Their 3.5 minute segment reached a viewership of 1,310,000 and garnered an advertising equivalency value of \$122,500. The segment included our partners Rocky McKinnon for surfing and the Hyatt Huntington Beach. Prepared for IPW in Orlando. Assisted with filming and interviews for Big Board documentary. Continued PR activities with DCI regarding the Big Board project with the media alert going out to a handpicked list of 1,283 journalists including both print and broadcast, and posting on both PRWeb and PRNewswire. The big board already received coverage on Southern California Public Radio and a two page spread in the OC Register.
- b. Sales: 4 Site Inspections.  
Staff attended the following Shows:
- Luxury Meetings Summit St. Louis and Kansas City - 4 Leads
  - ConferenceDirect - Dallas Texas - 4 Leads
  - Focus Meetings Live - LA Quinta - 7 Leads
  - Successful Meetings - Newport Beach - 3 Leads
  - HelmBriscoe - Las Vegas - 7 Leads - One very strong Lead for HB only.
  - MPI Potomac chapter trade show - 3 leads
- Booked room nights: 621  
Leads: 33
- c. Film, Sports and Travel Trade:
- Sports: Recently returned from NASC Sports Symposium, met with over 30 event owners
  - Film: Working with Bar Rescue to potentially film at Brix in Sunset Beach.
  - Travel Trade: Recently had 3 FAM's in town: Virgin Holidays/HelloWorld – Australia. 10 Participants. Stayed at the Hilton; Gold Medal – UK. 12 Participants. Stayed at the Hyatt; Quantas Holidays – Australia. 17 Participants. Stayed at the Hyatt.

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- d. Visitor Services and Information Technology: The Big Board microsite was launched last Friday. It will be updated regularly leading up to the June 20 event. Based on feedback from the hotels, we switched booking engines from a Res to Booking.com last Friday. We are still using aRes for attraction tickets. A new booking widget for Booking.com is in the works from Simpleview. It was delayed due to the Big Board microsite build. Nicole Llido and Denice Yeager (kiosk staff member) manned a table at the OC Concierge Association's annual Tradeshow at Anaheim Garden Walk on May 4. Visit HB staff also manned a table at the OC Visitors Association Annual Conference on May 6. The Annual Meeting, as well as the Big Board Ride, were promoted at both events. Nicole Llido, Susan Thomas, and John Ehlenfeldt attended Simpleview Summit in Tucson, Arizona on April 20-23. The Summit provided an incredible amount of information about digital marketing trends in the tourism industry. We were also able to hold several successful team meetings with our Simpleview team, in order to plan for the future of our website and digital marketing strategies.

VIII. President's Report by Kelly Miller

- a. Big Board Guinness World Records Activities: Board construction is on time. The full media launch occurred this weekend. Getting great pick up. Emails went out to the invitees who we are hoping will ride on the surfboard. Toyota is providing a truck to assist with transporting the Big Board. We received approval to have the Big Board in the 4<sup>th</sup> of July parade, as well as having the Board downtown for the US Open of Surfing (Walnut Street). Celeste continues to work diligently getting contributions.
- b. Surf City Shuttle and Affirmation Vote: We received the RFP back. VHB will be meeting with the City on Tuesday, May 26<sup>th</sup>. We need to discuss the routes, where the people will park their cars, if the shuttle is handicapped accessible, if pets are allowed, etc. The tentative hours for the shuttle will be 11:00 a.m. to 7:00 p.m.
- c. Wayfinding Program and Affirmation Vote: VHB is looking at a firm to handle the Wayfinding process. More than likely it will be Merje. They will price it out. We will do this project in stages.
- A two part motion was made by Rice and seconded by Fischer regarding Shuttle and Wayfinding programs:**
- i. **Motion directing VHB staff to continue work with the City of Huntington Beach staff and Transportation Concepts in finalizing and approving all details associated with the pilot Surf City Shuttle program that is scheduled to launch this summer.**
- ii. **Motion directing VHB staff to continue working with the City of Huntington Beach Staff on the comprehensive wayfinding signage system including the first phase of hiring the wayfinding consultant firms.**
- d. Advocacy Committee Update: We are getting good representation at the Advocacy meetings. Scott Maloni from Posideon will be at our next Board meeting. The tank farm property on Newland is up for sale. The City will advise them what they can build there. Steve Dodge will give a full report at next week's Board meeting.

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- IX. International Surfing Museum: Discussed short and long term strategic vision for ISM. Staff will work closely with ISM and the City of HB on several options to ensure that the ISM is ready for the anticipated foot traffic once the Big Board is installed.
- X. New Business and Any Additional Voting Action: The Downtown Bid is seeking to expand their Board from nine members to eleven members. Brent from Kimpton Shorebreak will be coming on Downtown BID board. There are new apartments being built behind Pacific City. Construction begins in August 2015
- XI Next Executive Committee Meeting: June 25, 2015 at 3:30 p.m. the Waterfront Beach Resort.
- XI. Meeting Adjourned at 4:30 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.*