

**Visit Huntington Beach
Executive Committee Meeting**

Thursday, August 27, 2015

3:30 p.m. – 5:00 p.m.

Hyatt Regency

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. 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 3:32 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); McNally (Kimpton Shorebreak Hotel), Blakeslee (Pasea Hotel and Spa)

Absent: None
- III. Announcement of Late Communications: None
- IV. Public Comments — Chairperson (limited to 3 minutes/person):
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 – Kelly Miller
 - a. July Financial Statements (if available): We moved to the new accounting system, so the July financials are currently not available.
 - b. Latest TOT / TBID Reports: For TOT, we are up 10.3% for the month of June over last year. Year to date, we are up 10.8%. For TBID Assessments, we are up 66.2% for the year. As of October, it will be one year that we have implemented the 1% TBID increase. Hotels with over 151 rooms are up 10.2% in TOT collections for the month of June over last year, while hotels with under 150 rooms are up 11.1% for the month. TOT year to date for hotels over 151 rooms are up 10.2%, while the TOT year to date increase for hotels under 150 are up 11.1. Sunset Beach hotels TOT shows a very marginal decrease for June (-1%), but overall year to date are up 17.7%.
- VI. Chairman's Report (Fischer): None.

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VII. Brief Department Updates (Miller)

- a. Marketing and PR: Rich Alot will come on board on September 8th as the new Director of Digital Marketing. Atkin Aria is our first choice for our ad agency of record. We expect to sign the contract next month and they should start work on October 1. They will be in town this fall, along with Simpleview and DCI members for strategic discussions. We have been working with partners to host visiting journalists and editors: Managing Editor for Phoenix Magazine, Fashion Photo Shoot for Australia's Women's Fitness, FAM trip for CLEO writer from Australia
- b. Sales: Group Sales Department is on target for lead, lead room nights and booked room night goals for FY 14-15. Leads for August – 9; Lead room nights for August – 12,622; Booked room nights for August – 871; Economic impact for August bookings - \$1,111,592.00. The Surf City USA Shuttle is a pilot program for ten weeks. It runs Friday through Sunday and will go through September 20th. (Note, we stopped the program two weeks early due to diminished ridership numbers after Labor Day weekend). There are five stops: Waterfront Beach Resort, Hyatt Regency, 5th Street/Shorebreak/Peter's Landing and Bella Terra
- c. Film, Sports and Travel Trade: Second episode of Rosewood filmed on Monday. The crew is scouting for a third episode. Nick Jonas music video on Bolsa Chica State Beach last week.
- d. Visitor Services and Information Technology: Currently conducting Web Usability Study interviews with Destination Analysts. We will be conducting ten leisure interviews and four meeting planner interviews. Ten of twelve interviews have been completed, including two interviews with meeting planners. The Web ROI Study interim report: The report including follow up survey results will be sent within the next two months. The Meeting planner section of the website has received an overhaul. Additional updates to the site are forthcoming. Held a Partner Information Meeting on August 19th. Attendees were The Strand, Yogaworks, and Releve Unlimited. Partner E-Newsletters were sent out last week. Expanded rack brochure distribution to include West Coast.

VIII. President's Report by Kelly Miller

- a. Strategic Focus for FY 15-16: Kelly discussed VHB's top strategy and goals for FY 15-16.
- b. Partnerships for FY 15-16: Kelly discussed VHB's partnership with the Downtown BID.
- c. Discussion on FY 15-16 Slate of Officers and VHB Board Members: There is one seat that needs to be filled. Mike Ali is leaving. Sue Gordon needs to be reaffirmed. Kelly mentioned that Peter Rice will be the new Chair. Nicole Thompson will remain CFO. Paulette Fischer will be Past Chair. We are in need of a Vice Chair.
- d. Wayfinding Update: Firm to be chosen in the next 30-60 days for wayfinding project. We are working closely with the City on this process.
- e. Big Board Update: The installation of the Big Board will be in December. We are looking for locations to have the premiere for the documentary.

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- IX. New Business: Wet Electric Rave will take place on September 19th. They anticipate approximately 15,000 – 20,000 people. Alcohol is allowed at this event. Kelly to follow up with idea on getting State and City decision makers together to address larger policy issues.
- X. Next Executive Committee Meeting: The next Executive Committee Meeting will be held on Thursday, September 24, 2015 at the Kimpton Shorebreak Hotel, at 3:30 p.m.
- XI. Adjournment: The Executive Committee Meeting adjourned at 4:27 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.*