

Visit Huntington Beach
Executive Committee Meeting
Thursday, September 24, 2015
3:30 p.m. – 5:00 p.m.
The Kimpton Shorebreak Hotel
Peak 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 Vice Chair Brett Barnes at 3:34 a.m.
- II. Roll Call:
Barnes (Duke’s Huntington Beach), Thompson (First Bank), Rice (The Hyatt Regency Resort & Spa); McNally (Kimpton Shorebreak Hotel), Blakeslee (Pasea Hotel and Spa), Gordon (Republic Services)

Absent: Fischer (The Waterfront Beach Resort, a Hilton Hotel), Patel (Best Western Harbour Inn & 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. Consent Agenda – **Motion made by Barnes and seconded by Thompson**
 - a. Approval of August 27, 2015 Executive Committee Minutes
 - b. July Financial Statements and August Financial Statements (if available)
 - c. Latest TOT / TBID ReportsKelly mentioned that we changed our accounting system to Financial Edge.
- VI. Chairman’s Report (Fischer): None
- VII. Kelly, Sue and John gave a Power Point presented to the Executive Committee Members entitled “*VHB – Year in Review and Looking Ahead.*”

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VIII. Brief Department Updates (Miller)

- a. Marketing and PR: Ad Agency will launch October 1st. They will be here in Huntington Beach from October 7 through October 10 for strategic planning meetings. Susan is attending a SF press trip with Visit California from September 29 through October 1 with over 30 media contacts. VHB will be hosting Dream Eaters in October. They will be go to Sandy's, Sea Legs and Sancho's Tacos.
- b. Sales: 100% booked business for 4th quarter – 3,436 room nights definite. 100% Lead generations for 4th quarter – 53 leads. Creating a strong partnership with Visit Anaheim. Having monthly meetings with Jessica Rienecker and team.
- c. Film, Sports and Travel Trade: Had two great FAMs in: One was the Virgin Holidays FAM from the UK and the other was journalist and photographer from the newspaper, El Economista.
- d. Visitor Services and Information Technology: Rich Alot, our new Digital Marketing Director, is focusing on the responsive site and building a new Dashboard for the office. The Usability Study results will be in this week. This month's Partner Information Meeting is on September 24. We expect Equinox, Ways and Means Oyster House, CloudMover Day Spa, Rainwater Gallery, SeaLegs and Whole Food. We have signed a new lease to add three more computers to our office to accommodate new hires.

IX. President's Report by Kelly Miller

- a. FY 15-16 Budget Discussion and Approval: The Discussion and Approval of the FY 15-16 Budget will be postponed until the Board meeting on Tuesday, September 29th.
- b. FY 15-16 Slate of Officers and VHB Board Member Approval - **Motion made by Barnes and seconded by Thompson**
The members discussed the following Slate of Officers and Board Member: Peter Rice, Chairman, Brent McNally, Vice Chairman, Paulette Fischer, Immediate Past Chairman, Nicole Thompson, Chief Financial Officer and Sue Gordon, Secretary. Pete Truxaw, New Board Member, Owner, Mama's Restaurant on 39. Reaffirm Susan Gordon to a Second Board Term.
- c. Wayfinding Update: We continue to work closely with the City on this process. Should have a firm nailed down within the next 30-60 days.
- d. Big Board Update: A short film by Visit California was shown to the Executive Committee members. We are hoping to premiere our short film by Nick Bowser in December around the same time as the installation.
- e. State Beach Follow-Up – The Wet Electric Rave was on September 19th on the State Beach. Kelly is working with Chris Cole and Lynn Carpenter. Lynn Carpenter will provide names on who we should contact at a State and City level so that we can address larger policy issues.
- f. November VHB Board Meeting – The Board Members discussed canceling the November 24th Board Meeting. The Executive Committee agreed to cancel.

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- g. VHB Compensation Policy Approval – **Motion made by Barnes and seconded by Gordon**
The Executive Committee Members discussed the Compensation Policy. They said to have the merit pay increase be based on a score and to omit the bullet points.
- X. New Business: None
- XI. Next Executive Committee Meeting: Thursday, October 22, 2015, at the Kimpton Shorebreak Hotel in the Studio Room, at 3:30 p.m.
- XII. Adjournment: The Executive Committee Meeting adjourned at 4:51 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.*