

**Visit Huntington Beach  
Executive Committee Meeting Minutes**

Thursday, April 21, 2016

3:30 p.m. – 5:00 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](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 Peter Rice at 3:30 PM and introduction of new Office Manager, Steffany Sensenbach
- II. Roll Call:  
Fischer (The Waterfront Beach Resort, a Hilton Hotel) absent; Barnes (Duke's Huntington Beach) present; Thompson (First Bank) present; Rice (The Hyatt Regency Resort & Spa) present; McNally (Kimpton Shorebreak Hotel) present; Blakeslee (Pasea Hotel and Spa) absent.
- 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 – Nicole Thompson, CFO and Kelly Miller
  - a. Latest TOT/TDIB & CBRE Group (PKF) Reports:
    - TOT/TBID hotel collections for February 2016 were up 13.8%. The Surf City Marathon occurred in February this year versus January last year (2015), which helped in overall receipts.
    - Hotels over 151 rooms were up 11.2%, while hotels under 150 were up 30.6%.
    - For the first five months of the FY (Oct-Jan), overall TOT/TBID collections are up 4.6%.
    - For the first five months of the FY (Oct-Jan), TOT/TBID collections are up 2.9% for hotels over 151 rooms while hotels under 150 rooms are up 14.7%.

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- CRBE/PFK for February:
  - Average Daily Rate (ADR) was \$238.69, an increase of 10.8%.
  - Occupancy was 80.18%, a decrease of 4.9%.
  - Revenue per Available Room (RevPar) was \$181.93, an increase of 5.3%.
  - YTD for ADR, Occupancy and RevPar (Jan-Feb): ADR (up 6.2%), Occupancy (down 6.4%) and RevPar (down 0.7%).
- b. March 2016 Financials: Financials will be presented at the full VHB Board meeting on April 26.

Motion made by Brett Barnes and seconded by Brent McNally to accept the consent agenda. Passed unanimously.

Nicole Thompson advised the Exec Committee that there are several First Bank CD options available. She presented these to the Exec Committee. Motion made by Brett Barnes and seconded by Peter Rice to put some cash assets into two CDs - one for 18 months and one for 36 months, kept separate with staggered maturity dates. The board unanimously agreed.

- VI. Chairman's Report (Rice): Nothing to report.
- VII. Brief Department Updates (Miller)
  - a. Marketing and PR (see attached report)
  - b. Sales (sales report will be presented April 26. Team is confirming some additional bookings).
  - c. Film, Sports and Travel Trade (see attached report)
  - d. Visitor Services and Information Technology (see attached report)
- VIII. President's Report by Kelly Miller
  - a. HBISM (Barnes): HBISM recently held a very successful strategic retreat. One, two and three year priorities and action steps were developed. 2016 presents a real opportunity to grow the HBISM brand. Retreat participants are committed to helping the Museum board continue to achieve short and long term success.
  - b. Wayfinding Program: MERJE had very successful community meetings with key stakeholder groups. They will now continue to make changes and present a final schematic design in May/June.
  - c. Ambassador Program: The new Ambassador program is up and running. All stakeholders are very excited about the first new hire and the direction of the program.
  - d. Surf City Shuttle: The program will start in June. The OCTA's decision on whether HB receives a seven year grant for the 2017 program should be known in several months.

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- e. Community Relations and Advocacy: The VHB team continues to be proactive in telling the story of how “Tourism Builds Community.” There will be several new advocacy programs launched between now and the end of the Fiscal Year.
  - f. Annual Meeting, June 28, 2016, Pasea: Plans continue to be finalized on what should be a very impactful Annual Meeting.
  - g. CalTravel: Kelly provided a brief update on several CA legislative issues. VHB’s Advocacy Committee is doing a great job of keeping abreast of developments in Sacramento which may affect the visitor industry.
  - h. OCVA: The huge IPW tradeshow will be in Anaheim in 2019. Tourism leaders from Anaheim, OCVA and VHB traveled to Sacramento and had a very productive meeting with Visit CA’s leadership on making IPW in the OC a homerun. The show will attract 5,000-6,000 attendees including worldwide travel industry decision makers, media and suppliers. It is the largest travel tradeshow in America that features global decision makers coming to America. Stay tuned for more updates as we get closer to the big show.
  - i. Leadership Development: Emails to the hotels with 150 rooms or less have been sent out to help full Sunny Patel’s seat on the VHB Board.
  - j. Destination Product Development: The committee will meet before the next Board meeting.
- IX. New Business
- a. Brett Barnes
    - Air New Zealand
      - o Safety video comes up and all the pro surfers are all in the video showing the safety procedures of the airplane
      - o Everyone on the plane was engaged
      - o People are flying from SFO to SNA, what are they going to do on the beach
      - o Brainstorming on what we can do to promote HB through VHB and Visit California
  - b. Brand Positioning
    - 3-minute test piece of Brand Positioning Statement
    - Mood representations of “who we are”
- X. Next Executive Committee Meeting: Thursday, May 26, 3:30 PM – 5:00 PM, Waterfront Hilton, Reef Boardroom
- XI. Adjournment at 4:40pm.

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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.*