

**Visit Huntington Beach
Executive Committee Meeting Minutes**

Thursday, May 26, 2016

3:30 p.m. – 5:00 p.m.

Waterfront Beach Resort, Reef Boardroom

21100 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 Peter Rice 3:34 PM.
- II. Roll Call: All members present.
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), Blakeslee (Pasea Hotel and Spa)
- 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. Non-Agenda Item (posted May 25, 2016) per Brown Act
 - a. Vote by Exec Committee to approve discussion of possible partnership funding of Downtown HB pilot program providing late night security during summer months. There was 100% consensus among all Exec Committee members to discuss this program.
 - b. Discussion of the program and vote to endorse and/or fund a pilot program: Staff provided background information on the idea of funding a pilot program for private security for the summer months in downtown HB. Kim Kramer (general public) and Kellee Fritzal (City of HB) were present and provided additional background as well. After discussing the concept, the Executive Committee unanimously passed a motion instructing staff to work with the Downtown BID and City of HB police department to develop a more detailed schedule and costs for a pilot program to start on Friday, June 17, 2016 and ending on either Sunday or Monday, September 4, 2016 (Labor Day weekend). 100% consensus by Committee for Staff to follow up accordingly and present the plan at the May 31 VHB board meeting.

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- VI. Consent Agenda – Nicole Thompson, CFO and Kelly Miller
- Latest TOT / TBID Reports: TOT/TBID hotel collections for March 2016 were up 3.5%
 - Hotels over 151 rooms were up 2.6% for March, while hotels under 150 were up 8.8% for March.
 - For the first six months of the FY (Oct-Mar), TOT/TBID collections are up 4.3% with hotels over 151 rooms up 2.9% and hotels under 150 rooms up 13.3%.
- a. CBRE/PKF Reports
- Average Daily Rate (ADR) for March 2016 was \$245.44
 - Occupancy for March 2016 86.18%
 - RevPAR for March 2016 was \$211.52
- b. Financials
- March 2016 Financials will be presented at the full Board Meeting on May 31st
 - Will approve February 2016 financials at the full Board Meeting on May 31st
- c. Motion to approve Consent Agenda by Brett Barnes. Approved unanimously
- VII. Chairman's Report (Rice)
- a. Nothing to report
- VIII. Brief Department Updates (Miller)
- a. Marketing and PR (see attached report)
 - b. Sales (see attached report)
 - c. Film & Travel Trade (see attached report)
 - d. Visitor Services and Information Technology (see attached report)
- IX. President's Report by Kelly Miller
- a. Annual meeting, June 28, 2016 (Brand relaunch, research, new creative, Trip Advisor guest speaker, wayfinding update, HB Collection)
 - b. Leadership development task force and possible voting on new board member(s)
 - c. Any HBISM updates (Barnes)
 - d. Wayfinding program (June 20 City Council study session and possible special Executive Committee meeting at 2:00 PM on June 20)
 - e. Ambassador program
 - f. Surf City Shuttle program
 - g. Advocacy committee recap
 - h. OCVA update
 - i. Destination Product Development
 - j. Hotel employee parking

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- X. New Business
- XI. Next Executive Committee Meeting: Thursday, June 23rd, 3:30 PM – 5:00 PM, Shorebreak, Studio Room
- XII. Adjournment

Key dates and important time change to remember

- *The June 28 VHB board meeting will begin at **2:00 PM** and last until **3:00 PM**. It will be held at Pasea Hotel & Spa. Following the regular monthly board meeting, we will have VHB's Annual Meeting, 3:30 PM – 5:00 PM, followed by a reception at Pasea.*
- *The summer dates for VHB Executive Committee meetings are as follows:
June 23rd, Shorebreak, Studio Room
July 28th, Hyatt Regency Resort & Spa, Heron Boardroom
August 25th, Pasea Hotel & Spa, Meeting Room TBD*
- *The full VHB board does not have regularly scheduled meetings in the months of July and August.*

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;*

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- 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.*

Tourism Builds Community