

**Visit Huntington Beach
Executive Committee Meeting Minutes**

Thursday, December 17, 2015

3:30 p.m. – 5:00 p.m.

The Waterfront Beach Resort, a Hilton Hotel
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.

AGENDA

- I. Call to Order and Antitrust Reminder (*see reverse*) by Chair Peter Rice at 3:31 PM.
- II. Roll Call:
Present: Fischer (The Waterfront Beach Resort, a Hilton Hotel), Barnes (Duke's Huntington Beach), Thompson (First Bank), Rice (The Hyatt Regency Resort & Spa), Blakeslee (Pasea Hotel and Spa), McNally (Kimpton Shorebreak Hotel). Absent: Patel (Best Western Harbour Inn & Suites)
- 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 – Nicole Thompson, CFO and Kelly Miller
 - a. Latest TOT / TBID Reports:
 - October 2015: TOT/TBID revenues were up 3.5% for the first month of the new FY. Hotels over 150 room were up 2.2%, while hotels under 150 rooms were up 12%.
 - HB's September ADR was \$251.93, Occupancy was 85% and RevPar was \$214.14. For the first nine months of calendar year 2015, HB continues to lead all of other *OC competitive set cities* in ADR (\$258.27), Occupancy (85.01%) and RevPar (\$219.55).
 - b. Financials: September 2015. Preliminary year end income statement indicates a net of revenue over expense of \$760,890 for FY 14-15. Full Oct and Nov financials will hopefully be ready for the January meeting, as well as any other September financial data.

Motion made by Thompson, seconded by Barnes to accept the financials are presented.
- VI. Chairman's Report (Rice): Nothing to report

Visit Huntington Beach
Executive Committee Meeting Minutes
Thursday, December 17, 2015
3:30 p.m. – 5:00 p.m.
The Waterfront Beach Resort, a Hilton Hotel
The Reef Boardroom
21100 Pacific Coast Highway
Huntington Beach, CA 92648

- VII. Brief Department Updates (Miller): Miller gave brief updates on department areas:
- a. Marketing and PR
 - b. Sales
 - c. Film, Sports and Travel Trade
 - d. Visitor Services and Information Technology

President's Report by Kelly Miller

- e. The Biggest Board Premiere & Installation, Jan 21-22: Staff is working diligently on the Film Premier at Kimpton Shorebreak Hotel, and the formal installation the following day at HBISM. The documentary is coming together nicely and will pay huge dividends in social media coverage, HBISM attendance, the launch of the Surf Culture and Heritage exploratory app, PR and earned media value, film festival entries, industry awards, etc.
 - f. Wayfinding Interview by MERJE, February 2-3: MERJE will be here for stakeholder interviews to kick off the wayfinding process.
 - g. HBIDSM Update: Museum board is interviewing candidates for their interim Manager. Brett Barnes and his team are working diligently to set the stage for success at the Museum.
 - h. Ambassador Program: Restructuring the program that will relaunch in early spring. Meeting with DBID, Police Dept and other key stakeholders to articulate the new vision for the program.
- VIII. New Business: None.
- IX. Next Executive Committee Meeting: Wednesday, Jan 20 instead of Thursday, Jan 21 at the Waterfront Beach Resort, a Hilton Hotel, 3:30 p.m.
- X. Adjourned meeting at 4:45 PM.

Visit Huntington Beach
Executive Committee Meeting Minutes
Thursday, December 17, 2015
3:30 p.m. – 5:00 p.m.
The Waterfront Beach Resort, a Hilton Hotel
The Reef Boardroom
21100 Pacific Coast Highway
Huntington Beach, CA 92648

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.*