

**Visit Huntington Beach  
Executive Committee Meeting Minutes**

Thursday, March 24, 2016

3:30 p.m. – 5:00 p.m.

Hyatt Regency Huntington Beach Resort & Spa

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](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 3:38 P.M.
- II. Roll Call:  
Present: Fischer (The Waterfront Beach Resort, a Hilton Hotel), Thompson (First Bank), Rice (The Hyatt Regency Resort & Spa); McNally (Kimpton Shorebreak Hotel), Blakeslee (Pasea Hotel and Spa). Absent: Barnes (Duke's Huntington Beach)
- III. Announcement of Late Communications
- 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. Financial Reports
    - January P & L (Statement of Activities):
      - Revenue for month was \$241,525 just slightly off from budget of \$263,501. Total TOT/TBID collections down slightly for January.
      - Total expenses for month were \$315,504, compared to budget of \$456,649. Some of this is due to timing issues.
      - Actual difference between revenue and expenses for the month was (\$73,979). We traditionally show negative numbers during the slower months, when revenues are leaner. Also, the actual revenue amount does not include any of the \$721K from FY 14-15.
    - January P & L Year to Date (Statement of Activities)
      - Actual revenue for Oct-Jan is \$978,807.
      - Budgeted revenue for Oct-Jan is \$1,737,663, which does include the FY 14-15 \$721,000 (put into the October monthly P & L).

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- The YTD difference is (\$274,413). Again, none of the actual numbers include the FY 14-15's positive \$721,000.

January P & L (Statement of Activities) Continued:

- Balance Sheet (Statement of Financial Position)
  - Strong balance sheet per our CPA. Cash and cash equivalents are down about \$100,000 from the previous month, due to these slower months in TOT/TBID collections.
- b. Latest TOT / TBID Reports:
  - TOT/TBID hotel collections for January 2015 were down 3.7%
  - Hotels over 151 rooms were down 5.4%, while hotels under 150 were up 8.2%.
  - For the first three months of the FY (Oct-Dec), TOT/TBID collections are up 2.3% with hotels over 151 rooms up 1.7% and hotels under 150 rooms up 8.2%.
- c. Latest Trends in the Hotel Industry (Orange County) by CBRE (PFK)
  - ADR for January 2016 was \$220.42.
  - Occupancy for January 2016 was 70.69%.
  - RevPar for January 2016 was \$155.81.

VI. Chairman's Report (Rice): Nothing to report

VII. Brief Department Updates (Miller) *SEE ATTACHED REPORT FOR DEPARTMENT RECAPS*

- a. Marketing and PR
- b. Sales
- c. Film, Sports and Travel Trade
- d. Visitor Services and Information Technology

VIII. President's Report by Kelly Miller

- a. Wayfinding Program: MERJE, our consultants, will be back in town, March 29-30, to present their findings and three schematic designs to key stakeholder groups and general public.
- b. Ambassador Program: Revamped program begins on April 11. One new Ambassador hired, another one will be hired. The program will be called the Wave Brigade Ambassadors.
- c. Surf City Shuttle: 2<sup>nd</sup> year program will run from June 17-Sept 4. 12 weeks. One shuttle on Friday (10 AM – 10 PM), two shuttles on Saturday (10 AM – 10 PM) and two on Sunday (10 AM – 8 PM). Staffed closely with City staff in their submission of a Measure V OCTA grant for \$200,000 a year for 7 years to run a year round shuttle

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program with more stops and great longer hours, starting next April 2017 if the grant is approved. Overall costs to VHB will go down.

- d. HBISM: The new Executive Director is doing a great job in a short period of time. She will be planning a strategic planning session with key community leaders including VHB in the near future. We continue to provide some financial assistance to help cover some costs during their transition.
- e. Community Relations and Advocacy: VHB staff has been proactively working on community relations and PR including:
  - o Guest speaking at Chamber's A.M. Connect, Rotary and Sunset Neighborhood Association on *Tourism Matters*.
  - o CEO newsletter emailed to 700 community stakeholders.
  - o 15 minute presentation to OC Board of Supervisors as OCVA Chairman on the economic impact of OC travel marketing to our county.
  - o Setting up more in-depth quarterly meetings with key City staff so there is a richer understanding of the impact VHB's program of work is having on the local economy and quality of life for residents.
  - o Conducting an updated research study on overall economic impact of tourism on HB's economy, including visitation numbers and other key metrics.
  - o Planning the major brand relaunch at VHB's Annual Meeting scheduled for Tuesday, June 28 at Pasea, 3 PM – 5:00 PM with reception to follow.
- f. CalTravel: Closely monitoring all the activity in Sacramento and continuing to keep both the Advocacy Committee and Exec Committee fully up to speed on developments which may impact tourism.
- g. OCVA: Initiative Meeting with partners was very successful. OCVA currently has offices in China, Mexico and the Middle East. OCVA's annual meeting is Monday, May 2. Top speakers will be there.
- h. Vacation Rentals: City staff will likely bring this topic forward for Council to consider possible policy changes.
- i. Leadership Development Committee: Kelly will arrange a meeting with Nicole, Brett, Steve and Janis to discuss and recommend names to fill two board vacancies.
- j. Destination Product Development: Kelly to arrange a meeting on the DPD process.
- k. New VHB Office Manager, Steffany Sensenbach (April 1 start date) was hired.
- l. Bylaw change vote: Section 1: Annual Meeting. The annual meeting of the corporation shall be held at such time in September as the Board may fix. **Change to "shall be held anytime during the Fiscal Year as determined by the Board."** Committee voted unanimously to approve this change. Full board will vote next week.

IX. New Business: Nothing to report.

X. Next Executive Committee Meeting: Thursday, April 21, Kimpton Shorebreak Hotel, Reef Boardroom) at 3:30 p.m.

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XI. Adjournment at 4:53 PM.

*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.*