

**Visit Huntington Beach
Executive Committee Meeting**

Wednesday, February 24, 2021

3:00 p.m. – 4:00 p.m

Via Zoom

Join Zoom Meeting

Web link: <https://us02web.zoom.us/j/85155521028?pwd=aklEdVFiVmlZYU52a1Yzai9ZZDk3UT09>

Click on link above or go to the Zoom home page:

Zoom Phone: (669) 900-6833

Meeting ID: 851 5552 1028

Passcode: 407401

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 Justin Simpson at 301pm.
- II. Roll Call:
 - Fischer (The Waterfront Beach Resort, a Hilton Hotel), Maddison (Paséa Hotel and Spa), Mantini (Individual-at-large with interest in tourism), Rice (The Hyatt Regency Resort & Spa), Simpson (Kimpton Shorebreak HB Resort), Szilagyi (Best-VIP Chauffeured Worldwide)
 - Visit Huntington Beach Staff: Kelly Miller, John Ehlenfeldt, Omark Holmes, Jennifer Tong, Nicole Llido, and Heather Saez
- III. Announcement of Late Communications
- 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 (Kelly Miller)
 - a. Latest TOT / TBID Reports
 - b. CBRE/PKF / STR Reports
 - c. Current Financials not available
 - d. Approval of previous minutes
 - o Board Meeting January 27th, 2021

Motion to accept the consent agenda made by Justin Simpson. Seconded by Peter Rice. Yes votes: Paulette Fischer, Paul Maddison, Janis Mantini, Peter Rice, Justin Simpson, Todd Szilagyi. No votes: none. Abstain: none. Motion approved.

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VI. Chairman's Report (Simpson)

VII. President & CEO Updates (Miller)

a. PPP for VHB is approved

- John Ehlenfeldt: We applied for the forgivable loan, so the \$270,000 is 100% forgivable. The loan should be funded this week and a special thank you to Sheik with Union Bank for helping with this process.

b. Visit CA's 2021 Marketing Outlook Forum key takeaways (Feb 18-19)

- Overall, the spirit was more uplifting than one month ago.
- We saw a peak at the campaign "What if California" which included some good creatives on the agency side and the world premiere. They will be spending \$26 million on this campaign. Key messaging includes spending money and staying in California to help the economy and other Californians.
- DMO's, airlines, other attractions were all real positive. From United Airlines rep: "There are 19 airports that we fly into in this state and United Airlines is betting on a California recovery. We have not cut any of those hubs we fly into."
- Many people are talking about spring break and the tiers that counties are moving through. There are now 9 counties that have moved into a different color tier.

c. CalTravel Association initiatives helping CA's travel industry and HB

- There is a call today with Senator McGuire who is pushing a one-time \$45 million appropriation to get Californians back to work and hospitality businesses ready to open safely.
- On the PR side, Bicker, Castillo & Fairbanks (BCF) has been hired for 200k to get in front of key people to get protocols approved and guidelines for meetings, special events, small group gatherings, etc.
- You have free registrations for the California Comeback on March 9th and 10th. There will be 35 speakers at this virtual opportunity.

d. VHB, Visit Anaheim & OC Health collaboration

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- We are working with Visit Anaheim and the OC Health Director to setup what a safe meeting protocol looks like. John Ehlenfeldt is going to run point on this. They will probably be doing the Marriot in Anaheim and possibly the Hilton in HB.
- e. HB destination marketing & PR focus winter/spring (Omark H)
- Presented upcoming Recovery Marketing Spring Media Buy Campaign details
- f. New group sales incentive initiative discussion and possible vote to adopt the program as part of COVID group sales recovery (John E)
- In addition to the booking incentive we already have in place, part of our request is to have an overall Covid recovery sales & marketing approach knowing that we are getting some of the deferred revenues back. Part of that would include a separate rebound incentive that can shift based on the needs of the program we are trying to close the business for. Some examples include a “health and wellness table” that offers Covid rapid testing at an additional charge to attendees. The main cost of this partnership with locally based Clinic 360 is about \$750 to have the table there for up to 6-8 hours on the first day as people are checking in or registering. Meeting planners are asking if we have any program like this in place and we notice other destinations are not championing that. Another example is around action sports rebounding and knowing that the city doesn’t negotiate on application and permitting fees, part of this incentive could go to offset that and drive room nights into HB properties. This incentive would be based on a sliding scale that would be used to generate room nights. That would be audited by using a special room code and a reconciliation back on how many rooms were actually picked up. Another example is a complimentary shuttle in the Downtown, Pacific City and hotel areas for a certain period of time, for example a 6-hour rotation. One more example could be a 25% bump in the current room booking incentive program based on specific need periods or dates hotels are looking to fill in a short window of time. A few more examples include site inspection assistance, transfers to and from the airport, or a concierge support person that we could staff at the hotel.
 - Some of the Marketing initiatives include the VCA Spring co-op, SEO/SEM optimization, and FAM opportunities that are reaching out to Sophia.
 - Our current budget did not take into account the deferred money of \$935k. Our first major payment of deferment is coming in by the end of this week. The November TBID of around \$135k plus the deferment of 574k means we should have an influx of about 700k, plus the PPP amount of \$270k.

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- VHB is asking for additional spend of 225k out of the 700k that's coming in this week. Our financial policies and procedures require that the Executive Committee needs to approve any budget spend above 10%.
- Justin Simpson: How will this be split between group and leisure? John Ehlenfeldt: About 50k for group and the remaining into leisure which includes about 3k for FAMs, 2k for Visitor Services, and the rest in marketing. Kelly Miller: If this new incentive starts to take off we'll come back and ask for a larger amount. We are all in on this to do whatever we can to help close business.

Motion to increase our spend on Sales and Marketing Covid rebound by up to 225k made by Janis Mantini. Seconded by Peter Rice. Yes votes: Paulette Fischer, Paul Maddison, Janis Mantini, Peter Rice, Justin Simpson, Todd Szilagyi. No votes: none. Abstain: none. Motion approved.

g. Spring break (Kelly Miller)

- Kelly had a meeting with Sarah Kruer today. Daylight savings is coming up in 3 weeks and there's a creative idea about sun & safety or surf/sun/safety. Surf City Nights will probably come back with an expanded footprint. VHB and Sarah have been talking with the City to make sure that we are ready for spring break and what we anticipate will be a big ramp up. There is an idea of a "Get Ready" task force. Want to make sure that all the partners are on the same page and we are doing all we can to welcome back the travelers. We are stoked to see all the partners working together.

VIII. Adjournment 339pm.

Key dates to remember:

March 2021

- Executive Committee Meeting: Thursday, March 25, 3:00 PM – 4:00 PM
- Full Board Meeting: Tuesday, March 30, 3:00 PM – 4:15 PM

April 2021

- Executive Committee Meeting: Thursday, April 29, 3:00 PM – 4:00 PM

May 2021

- Executive Committee Meeting: Wednesday, May 26, 3:00 PM – 4:00 PM

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June 2021

- Executive Committee Meeting: Thursday, June 10, 2:30 PM – 3:45 PM (FY 20-21 budget presentation)
- Full Board Meeting: Tuesday, June 15, 3:00 PM – 4:30 PM

ANTITRUST COMPLIANCE POLICY

It is the policy of Visit Huntington Beach (VHB) 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 VHB and by representatives of any stakeholders of VHB.

At any meeting of the directors of VHB or any committees of VHB, or at any meeting where any employee of VHB is present or where VHB 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.*

MEETING ASSISTANCE NOTICE – AMERICANS WITH DISABILITIES ACT

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In accordance with the Americans with Disabilities Act the following services are available to members of our community who require special assistance to participate in EDC meetings. If you require special assistance, 48-hour prior notification will enable VHB to make reasonable arrangements. To make arrangements for an assisted listening device (ALD) for the hearing impaired, American Sign Language interpreters, a reader during the meeting and/or large print agendas, please contact Nicole Llido at nicole@surfcityusa.com or (714) 969-3492.

Tourism Builds Community