

Visit Huntington Beach
Strategic Planning Board Retreat Minutes
Tuesday, January 14, 2020
Pacific City/ Sea Loft, Suite E200
21010 Pacific Coast Hwy
Huntington Beach, CA 92648
12:00 p.m to 4:30 p.m.

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

1. Call to Order and Antitrust Reminder (*see reverse*) by Kelly Miller: **12:40pm**

2. Roll Call:

Present: Barnes (Duke's Huntington Beach), Bernardo (World Surf League), Killey (Republic Services), Leinacker (Paséa Hotel and Spa), Mantini (Retired-The Boeing Company), McCormack (Timeless Treasures Boutique LLC), Patel (Quality Inn & Suites Huntington Beach), Rice (Hyatt Regency Resort & Spa), Rogers (Rogers Marketing Services/ 5th & PCH), Sattaur (MUFJ Union Bank, N.A.), Solanki (Ocean Surf Inn & Suites), Thompson (First Bank), Torrence (VHB Ambassador Emeritus), Townend (The ActivEmpire), Truxaw (Mama's Restaurant on 39), Unvert (John Wayne Airport)

Absent: Ali (Zack's Surf Shop), Fischer (Waterfront Beach Resort, A Hilton Hotel), Simpson (Kimpton Shorebreak Hotel), Szilagyi (Best-VIP Chauffeured Worldwide), Williams (DJM Capital)

Additional Attendees:

Kelly Miller (VHB); John Ehlenfeldt (VHB); Nicole Llido (VHB); Sophia Valdivia (VHB); Jennifer Tong (VHB); Jake Schultz (VHB); Matt Tibbetts (VHB); John Todora (VHB); Brittany Tesmer (VHB); Steffany Sensenbach (VHB); Terry O'Shea (VHB); Beth Evans (VHB); Gracie Bennett (VHB); Denice Yeager (VHB); Kevin Keller (VHB); Matthew Castellanos (VHB); Lee Ann Mahoney (VHB)

John Gilbert (HB Downtown Business Improvement District)

Trever Cartwright (Corraggio Group); Colin Stoetzel (Corraggio Group)

3. Announcement of Late Communications (Justin Simpson)

None

4. Public Comments — Chairperson (limited to 3 minutes/person):

The 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 Board.

None

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5. Strategic Planning Retreat (Board of Directors and Staff)
- Kelly Miller recapped the Top-Level Goals from the 2017-2020 VHB Strategic Plan
 - o The reason for the VHB Board involvement in this meeting is to build a 3-year Strategic Plan for VHB
 - This will aid in VHB's Annual Business Plan as well as in developing the HB Stewardship Masterplan
 - Trever Cartwright and Colin Stoetzel review what the VHB staff had discussed and worked on collectively previous day:
 - o Vision of VHB and Huntington Beach as a destination
 - o Mission of VHB and Huntington Beach as a destination
 - o The reputation, characteristics and attributes of VHB as a brand
 - o Strategic opportunities and challenges of VHB
 - o Purposeful evolution of the VHB brand
 - o Strategic priorities
 - o Dreaming Big as a company and destination
 - o What the theme of the next 2-3 year would be
 - As a collective, the VHB Board and staff reviewed the results of the survey that they took prior to the meeting
 - o The survey review/ discussion topics were:
 - Key Themes of the Survey
 - Huntington Beach Offerings
 - 2028 Olympic Games
 - Homelessness
 - Progress Toward Achieving the Vision for our Destination
 - HB's Reputation as a Destination
 - Threats to the HB Experience
 - Opportunities to Enhance the HB Experience
 - Destination Management Role
 - Board Engagement
 - As a collective, the VHB Board and staff discussed 4 questions to gain insight on developing the Strategic Plan
 - o **Question #1:** How can we continue to help migrate towards a more positive perception of HB's visitor industry as a shared community value when over-tourism and proposed high profile developments (such as the Magnolia Tank Farm) are increasingly polarizing in our community?
 - o **Question #2:** How can we help create more unique and authentic experiences to enhance the overall Surf City USA destination brand experience for both visitors and residents when existing options are somewhat limited (slowness in permitting approval process, high costs especially with special events, extremely high retail tenant rents, social media guerrilla tactics deployed by groups wanting no change in HB)?

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- **Question #3:** How can we become a more impactful catalyst to help drive business and revenues to our brick and mortar partners, given the increasing impact of market disrupters such as Amazon and AirBnb on the local traditional economy?
- **Question #4:** How can we align Huntington Beach as LA 2028's #1 venue of choice for Olympic Games surfing and other possible Games' competitions knowing that the Olympic Games' family are now including global non-host city venue options (Note: Recent decision by Paris 2024 to hold surfing competition in Tahiti)?

6. Adjournment: **4:21pm**

Key Dates to Remember:

- Next FULL BOARD MEETING: **Tuesday, January 28, 2020, 3:30pm – 5:00pm, Visit Huntington Beach / 155 5th St., suite 111, Huntington Beach, CA 92648**
- VHB Open House: SAVE THE DATE!! **Wednesday, January 29th, 4:30pm – 7:00pm, Visit Huntington Beach / 155 5th St., suite 111, Huntington Beach, CA 92648**

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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

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 Steffany Sensenbach at (714) 969-3492.