

**Visit Huntington Beach
Executive Committee Meeting**

Thursday, June 23, 2016

3:30 p.m. – 5:00 p.m.

Shorebreak Hotel, Studio Room

500 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
- II. Roll Call:
Barnes (Duke's Huntington Beach), Blakeslee (Pasea Hotel and Spa), Fischer (The Waterfront Beach Resort, a Hilton Hotel), Mantini (Retired-The Boeing Company), Rice (The Hyatt Regency Resort & Spa), Smallwood (Kimpton Shorebreak Hotel), Solanki (Ocean Surf Inn & Suites), Thompson (First Bank)
- 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. Latest TOT / TBID Reports
 - b. CBRE/PKF Reports
 - c. Current Financials
- VI. Chairman's Report (Rice)
- VII. Brief Department Updates (Miller)
 - a. Marketing and PR
 - b. Sales
 - c. Film & Travel Trade
 - d. Visitor Services and Information Technology
- VIII. President's Report by Kelly Miller
 - a. Annual meeting update, June 28, 2016
 - b. Wayfinding program

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- c. Ambassador program
 - d. Surf City Shuttle program
 - e. Leadership Development Task Force update on potential new VHB Board Member(s)
 - f. Any HBISM updates (Barnes)
 - g. Advocacy Committee recap
 - h. OCVA update
 - i. Destination Product Development meeting
- IX. New Business
- X. Next Executive Committee Meeting: Thursday, July 28th, 3:30 PM – 5:00 PM, Hyatt Regency Huntington Beach Resort and Spa, Heron Boardroom (*Note: Room may change without notice*)
- XI. Adjournment

Key dates and important time change to remember

- *The VHB Annual Meeting & Brand Summit will be held on Tuesday, June 28th at Pasea Hotel & Spa, 3:00 pm – 5:00 pm, followed by a reception.*
- *The VHB Board Meeting will be held on WEDNESDAY, June 29th from 3:30 pm – 5:00 pm at the Kimpton Shorebreak Hotel in the Peak Room.*
- *The summer dates for VHB Executive Committee meetings are as follows:*
 - **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.*

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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.*