

**Visit Huntington Beach
Executive Committee Meeting Minutes**

Thursday, November 17, 2016

2:00 p.m. – 3:30 p.m.

Kimpton Shorebreak Hotel, Peak 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.

MINUTES

- I. Call to Order and Antitrust Reminder (*see reverse*) by Chair Peter Rice **2:17 PM**
- II. Roll Call:
Present: Fischer (The Waterfront Beach Resort, a Hilton Hotel), Mantini (Individual-at-large with interest in tourism), Rice (The Hyatt Regency Resort & Spa), Simpson (Kimpton Shorebreak Hotel), Solanki (Ocean Surf Inn & Suites), Thompson (First Bank)
Absent: Blakeslee (Paséa Hotel and Spa)
- 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.
None
- V. Consent Agenda – Nicole Thompson, CFO and Kelly Miller
 - a. Latest TOT / TBID Reports
 - b. CBRE/PKF Reports
 - c. Current Financials
 - Thompson went over the TOT/ TBID reports for September 2016. TOT and TBID receipts were up by 21.9% for the month and up 9.0% for the year.
 - The August 2016 CBRE/ PKF report shows the AUGUST Average Daily Rate for Huntington Beach at \$298.96, up 0.2% from last year; Occupancy is at 81.52%; REVPAR is \$243.74, down 2.6% from last year. The JANUARY-AUGUST Average Daily Rate for Huntington Beach was \$267.33, up 1.8% from last year; Occupancy is at 80.59%, down 2.2% from last year, and REVPAR is \$25.45, down 0.4% from last year.
 - Current Financials will be presented at the November 22, 2016 Board Meeting, if available.

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- Motion made to approve the Consent Agenda by Thompson. Seconded my Simpson. All approve. None oppose.

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

VII. Brief Department Updates (Miller): **Kelly Miller gave a summarized update of all departments.**

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

VIII. Air Show 2017

- The dates for the 2017 Air Show have not been confirmed.
- Staff and other key community stakeholders will continue working with the City staff in helping to select the best dates for all parties for 2017.

IX. Community Wayfinding Program

- Miller handed out specific action steps from the City for the upcoming approval process for the Community Wayfinding Program

X. Election 2016

- Brief discussion on:
 - o The potential effects of the election results on economy and visitor industry.
 - o The short & long term potential impact of any possible trade balance actions on international visitation to the U.S., especially China.

XI. LA 2024 Olympic Games Bid

- Staff attended a presentation by the Olympic and Paralympic Games (LA2024) Organizing Committee.
- Los Angeles is 1 of 3 cities being considered (Budapest and Paris)
- Staff will continue updating the Board on this wonderful opportunity, including possible Olympic events in Orange County in 2024 such as surfing and skateboarding.

XII. Board Comments

- Solanki
 - o Property renovation will be completed by late January
- Fischer
 - o The Hilton would be willing to be the location for *VHB's Annual Visitor Outlook Forum* in mid-June

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XIII. Next Executive Committee Meeting: Thursday, December 22, 2016,
3:30 PM – 5:00 PM, Hyatt Regency Huntington Beach Resort & Spa

XIV. Adjournment: **3:02 PM**

Key dates to remember

- Next FULL BOARD MEETING: **Tuesday, November 22nd 3:30 pm – 5:00 pm** at *The Waterfront Beach Resort, a Hilton Hotel, Room TBD*
- Next EXECUTIVE COMMITTEE MEETING: **Thursday, December 22nd 3:30 pm – 5:00 pm** at *the Hyatt Regency Beach Resort & Spa, Room TBD*
- The joint VHB & Chamber of Commerce Luncheon, **A SWELL HOLIDAY: Friday, December 9th 11:00 am – 1:00 pm** at *The Waterfront Beach Resort, a Hilton Hotel* (More details to follow)

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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.*