

**Visit Huntington Beach
Board of Directors Meeting Minutes**

Tuesday, November 22, 2016

Waterfront Beach Resort, A Hilton Hotel

Room TBD

21100 Pacific Coast Highway

Huntington Beach, California 92648

3:30 a.m. to 5:00 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 Chair Peter Rice: **3:37 PM**

2. Roll Call:

Present: Rice (Hyatt Regency Resort & Spa), Bernardo (ASP North America), Blakeslee (Paséa Hotel and Spa), DeSoto (Experian), Dodge (Huntington Capital Corporation), Fischer (Waterfront Beach Resort, A Hilton Hotel), McCarley (John Wayne Airport), O’Callaghan (Huntington Beach Chamber of Commerce), Simpson (Kimpton Shorebreak Hotel), Snow (Rainbow Environmental Services), Szilagyi (Best Worldwide Chauffeured Transportation), Thompson (First Bank), Townend (The ActivEmpire), Van Voorhis (Sunset Beach Community Association).

Absent: DeGuzman (Hotel Huntington Beach), Mantini (Retired-The Boeing Company), Smith (Huntington Beach Wetlands Conservancy), Solanki (Ocean Surf Inn), Truxaw (Mama’s Restaurant on 39), Van Doren (Vans), Whitney (Prjkt Hospitality & Concessions Group).

Additional Attendees: Barbara Delgleize (City of Huntington Beach), John Ehlenfeldt (Visit Huntington Beach), Jill Hardy (City of Huntington Beach), Kelly Miller (Visit Huntington Beach), Steffany Sensenbach (Visit Huntington Beach).

3. Announcement of Late Communications: Rice

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. Consent Agenda (Nicole Thompson)
 - a. Approval of previous Meeting Minutes
 - b. Latest TOT/TDIB & CBRE Group (PKF) Reports
 - c. Most current monthly financials statements
 - 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 FY.
 - 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 next Board Meeting.
 - Motion made to approve the Consent Agenda by Dodge. Seconded by O'Callaghan. All approve. None oppose.

6. Chairman's Report (Peter Rice)
 - a. Action item: Approval of President & CEO Contract
 - Motion made to accept final employment agreement as outlined during the October 25, 2016 VHB Board of Directors Meeting:
 - o 3-year Employment Agreement through September, 2019.
 - o 3% increase to his base salary
 - o Up to 20% incentive bonus of base salary per year
 - Dependent upon:
 - Achieving established goals
 - Success of Visitor Industry
 - o The Board *may* award additional incentive or modify the base pay anytime during the contract
 - o 6 days of PTO per year
 - o Vacation Days & Benefits remain the same
 - Motion made by O'Callaghan. Seconded by Dodge. All approve. None oppose.

7. Brief Staff Monthly Update
 - a. Sales and Surf City USA Shuttle: John Ehlenfeldt gave brief updates of the Sales Department and the Surf City USA Shuttle Program.
 - b. Visitor Services, Ambassador and Information Technology: John Ehlenfeldt gave a brief update of Visitor Services, the Ambassador Program, and IT.
 - c. Marketing and Communications: Kelly Miller gave brief update of Marketing and PR

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- d. Film & Travel Trade Update: Kelly Miller gave a brief update of Film & Travel Trade.

8. Potential Programs & Presentation for Future Board Meetings
 - a. AES Improvement Plans
 - b. OC Homelessness Czar, Susan Price
 - c. Vacation Rentals
 - d. Orange County Visitors Association
 - e. Travis Mathew and Tour (at their facility)
 - f. New Strategic Planning Session
 - g. Key OC/HB Infrastructure Update (at new Springhill Suites property)
 - h. Other areas of interest?
 - Kelly Miller spoke about the above-listed topics as areas of special discussion for future VHB Board Meetings
 - Townend suggested an additional topic of Surfing in the Olympics
 - VHB will keep the Board informed of when the topics will be addressed at future board meetings.

9. Airshow 2017 Update
 - Michael McCabe, the director of the HB Airshow, should have a finalized date for next year's Airshow possibly as early as next week.

10. 2015 Community Stakeholder Survey Results
 - Kelly Miller reviewed the results of the survey
 - Overall very happy with the results

11. Advocacy Committee Update (Steve Dodge)
 - An update was provided on what the Advocacy Committee has been working on. The Committee continues to closely monitor national, state, and local policy decisions that could affect the local visitor industry.
 - o Senate District 29
 - o Infrastructure and repairs
 - o Mass transit
 - o Vacation rentals
 - o Homelessness in Huntington Beach

12. City of Huntington Beach Update
 - Barbara Delgleize gave a brief update on the City
 - Jill Hardy gave a brief update on the parks in the City
 - People need to be encouraged to call the City instead of the police for many issues
 - Non-emergency police department number needs to be promoted/ marketed more so people know that it is available.

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13. Huntington Beach Chamber of Commerce: (James O'Callaghan)
 - The first State of Huntington Beach Address will be in February
 - Working with the Anaheim Angel for a Huntington Beach Night
 - Starting in January, the Chamber will offer E-learning training courses
 - The joint Chamber/ VHB luncheon will be held on December 9th at the Hilton

14. Open Discussion/Announcements
 - McCarley/ John Wayne Airport
 - o Remodeled its restaurant
 - o Animal relief areas for those traveling with pets
 - o Nursing mother's lounge

15. Adjournment: **4:44 PM**

Key Dates to Remember:

- 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)
- Next FULL BOARD MEETING: **Tuesday, January 31st 3:30 pm – 5:00 pm** at the ***Kimpton Shorebreak Hotel, Room TBD***

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ANTI-TRUST 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.*