

Visit Huntington Beach
Board of Directors Meeting
Tuesday, November 26, 2019
Visit Huntington Beach/ Board Room
155 5th St., suite 111
Huntington Beach, CA 92648
3:30p.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.

AGENDA

1. Call to Order and Antitrust Reminder (*see reverse*) by Chair Justin Simpson.
2. Roll Call:
Simpson (Kimpton Shorebreak Hotel), Ali (Zack's Surf Shop), Barnes (Duke's Huntington Beach), Bernardo (World Surf League), Fischer (Waterfront Beach Resort, A Hilton Hotel), 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 (MUFUG Union Bank, N.A.), Solanki (Ocean Surf Inn & Suites), Szilagyi (Best-VIP Chauffeured Worldwide), Thompson (First Bank), Torrence (VHB Ambassador Emeritus), Townend (The ActivEmpire), Truxaw (Mama's Restaurant on 39), Unvert (John Wayne Airport), Williams (DJM Capital)
3. Announcement of Late Communications (Justin Simpson)
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.
5. Consent Agenda (Nicole Thompson): Action Item
 - a. Approval of previous Meeting Minutes
 - b. Latest TOT/TBID
 - c. Latest CBRE (PKF)/ STR Reports
 - d. Current financial statements (if available)
6. Chairman's Report (Justin Simpson)
7. President & CEO Updates (Miller)
 - a. Bylaws: Change language intent regarding tenure of VHB board terms, and other miscellaneous clean up language including aligning VHB's new fiscal year with City's fiscal year (July 1-June 30):
Action Item: Vote to approve updated bylaws.
 - b. 2019-2020 Slate of VHB Board of Directors and Officers: Action Items: Vote to approve.
 - c. HBISM/VHB/City of HB/SHACC partnership
 - d. Need periods/softening of economy collaboration upcoming meeting

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- e. Upcoming discussion on 2020-2023 VHB Strategic Plan
 - f. 2019 VISSLA ISA World Junior Surfing Championship recap
 - g. LA 2028
 - h. Communitywide comprehensive wayfinding
 - i. HB Downtown BID
 - j. New office space
 - k. President & CEO contract discussion and vote on general contract parameters
8. VHB Financial Policies Update: Action Item: Vote to approve updated VHB Financial Policies and Procedures Manual (John Ehlenfeldt)
 9. Brief Department Monthly Updates (Staff)
 - a. Sales
 - b. Marketing and PR
 - c. Film & Travel Trade
 - d. Visitor Services and Information Technology
 10. City of Huntington Beach Update (Kellee Fritzal)
 11. Huntington Beach Chamber of Commerce Update
 12. Open Discussion/Announcements
 13. Adjournment

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.