

Visit Huntington Beach
Marketing and Sales Task Force Meeting

May 19, 2020

9:00 a.m. to 10:00 a.m.

Via Zoom: <https://us02web.zoom.us/j/85257189458?pwd=a1FLTDYzcVVTcWxzSEg2aU5kZWZwZz09>

Dial In: (669) 900-6833, Meeting ID: 852-5718-9458, Password: 298839

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 Susan Thomas, Chief Marketing Officer, at (714) 969-3492 or susan@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 below*) - Kay Cochran
2. Verbal Roll Call:
 - a. Barnes (Duke's), Bernardo (World Surf League), Cochran (Hyatt Regency HB), Enayat (The Waterfront Beach Resort), Garofalo (Local News Community Newspapers), Gilman (Marriott Springhill Suites), Martino (Paséa Resort & Spa), Tugaoen (Kimpton Shorebreak Resort), Schey (Historical Board), Toledo (City of HB), Townend (ActivEmpire), Williams (DJM Capital Partners), Wilson (Fred's/Sandy's), Leigh (5th and PCH), Rogers (Rogers Marketing Services)
3. Announcement of Late Communications - Kay Cochran
4. Public Comments — Chairperson (limited to 3 minutes/person):
 - a. *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 Committee.*
5. Committee Chairman's Welcome and Report - Kay Cochran
6. Marketing Proposal to City of HB Review - Susan Thomas
7. Committee Input on Threshold 360 Filming Timing - Susan Thomas
8. Committee Input on Safety & Health Protocols - John Ehlenfeldt
9. Partner Portal for Uploading Partner Listing Information - Nicole Llido
10. Member Roundtable - Task Force Members
11. Old Business - Kay Cochran
12. New Business - Kay Cochran
13. Adjournment

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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.*