

**Visit Huntington Beach**  
**Board of Directors Meeting**  
*Tuesday, September 24, 2019*  
**Visit Huntington Beach/ Board Room**  
155 5<sup>th</sup> 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](http://surfcityusa.com). Questions on agenda items may be directed to Kelly Miller, VHB President & CEO, at (714) 969-3492 or [kelly@surfcityusa.com](mailto: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/ 5<sup>th</sup> & PCH), 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)
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)

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7. President & CEO Updates (John Ehlenfeldt)
  - a. Annual Audit (Jennifer Farr // Davis Farr LLP): Action Item
  - b. 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
  - c. 2019-20 VHB slate of officers and board members: Action Item
  - d. New office space update. We are moved in and operating!
  - e. VHB/City of HB/SHACC long term lease plan
  - f. Connectivity plan (City of HB) between hotels, Downtown HB and 5<sup>th</sup> & PCH
  - g. Communitywide Wayfinding
  - h. Airshow 2019
  - i. Crucial brainstorming session with Hotel GM's, Directors of Sales, Directors of Marketing to develop actionable strategies and tactics to address potential 2019-2020 slowdown in group and leisure markets
8. Brief Department Monthly Updates (Staff)
  - a. Sales
  - b. Marketing and PR
  - c. Film & Travel Trade
  - d. Visitor Services and Information Technology
9. City of Huntington Beach Update (Kellee Fritzal)
10. Huntington Beach Chamber of Commerce Update
11. Open Discussion/Announcements
12. Adjournment

Key Dates to Remember:

- Next FULL BOARD MEETING: **Tuesday, November 26<sup>th</sup>, 3:30pm – 5:00pm, Visit Huntington Beach / 155 5<sup>th</sup> St., suite 111, Huntington Beach, CA 92648**
- The Great Pacific Airshow: **October 4<sup>th</sup>- 6<sup>th</sup>**
- VISSLA ISA World Junior Surfing Championship: **October 26<sup>th</sup> – November 3<sup>rd</sup>**
- VHB Open House: **SAVE THE DATE!! Wednesday, November 13<sup>th</sup>, 4:30pm – 7:00pm, Visit Huntington Beach / 155 5<sup>th</sup> 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.*