

**Visit Huntington Beach**  
**Board of Directors Meeting**  
Tuesday, September 29, 2015  
The Waterfront Beach Resort, a Hilton Hotel  
Dolphin Room  
21100 Pacific Coast Highway  
Huntington Beach, California 92648  
10:00 a.m. to 11:30 a.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 Paulette Fischer
2. Roll Call:  
Ali (Zack's Pier Plaza), Barnes (Duke's Huntington Beach), Bernardo (ASP North America), DeGuzman (Hotel Huntington Beach), DeSoto (Experian), Rice (Hyatt Regency Resort & Spa), Dodge (Huntington Capital Corporation), Fischer (Waterfront Beach Resort, A Hilton Hotel), Gordon (Rainbow Environmental Services), Mantini (Retired-The Boeing Company), McCarley (John Wayne Airport), Patel (Best Western Harbour Inn & Suites), Smith (Huntington Beach Wetlands Conservancy), Thompson (First Bank), Townend (The ActivEmpire), Van Doren (Vans), Van Voorhis (Sunset Beach Community Association), Vaughan (Best Chauffeured Transportation), Wheeler (Huntington Beach Chamber of Commerce); Parton (DJM Corporation); McNally (Kimpton Shorebreak Hotel), Blakeslee (Pasea Hotel and Spa)
3. Announcement of Late Communications:
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 (Kelly Miller)
  - a. Approval of September 24, 2015 Executive Committee Meeting Minutes
  - b. Approval of June 30, 2015 Board Meeting Minutes
  - c. July Financial Statements and August Financial Statements (if available)
  - d. Latest TOT / TDIB Reports / June PKF Report
6. Chairman's Report (Paulette Fischer)

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7. Brief Staff Update
  - a. Marketing and Communications (Thomas)
  - b. Sales (Miller for Ehlenfeldt)
  - c. Film, Sports and Travel Trade Update (Thomas and Valdivia)
  - d. Visitor Services and Information Technology (Miller for Lido)
8. FY 15-16 Budget Presentation and Approval
9. FY 15-16 Slate of Officers and Approval
10. VHB November Board Meeting
11. Advocacy Committee Update (Steve Dodge) – Resume Monthly Meetings on Tuesday, Oct 20<sup>th</sup>
12. City of Huntington Beach Update (Kellee Fritzal)
13. Huntington Beach Chamber of Commerce Update (Jerry Wheeler)
14. New Business
15. Open Discussion/Announcements
16. Adjournment

The next Board of Directors Meeting will take place at the Waterfront Hilton Resort, a Hilton Resort on Tuesday, October 27, 2015. The meeting will begin at 3:30 p.m.

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*ANTITRUST COMPLIANCE POLICY*

*It is the policy of the Huntington Beach Marketing & Visitors Bureau 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 the Bureau and by representatives of any stakeholders of the Bureau.*

*At any meeting of the directors of the Bureau or any committees of the Bureau, or at any meeting where any employee of the Bureau is present or where the Bureau 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.*