

Visit Huntington Beach
Mini Retreat & Board of Directors Meeting

2:00 pm – 5:00 pm, Tuesday, June 30, 2015
Waterfront Hilton Beach Resort
Pacific Room
Huntington Beach, CA 92648

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*)
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)
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. Visit Anaheim New Brand Platform Presentation Visit Anaheim Team
6. Epic Big Board Ride Celebration Recap! VHB Team
7. 2014-2017 Strategic Plan Review & Discussion All
8. Consent Agenda:
 - a. Approval of April 28, 2015 Board Meeting Minutes
 - b. Approval of May 21, 2015 Executive Committee Meeting Minutes
 - c. Approval of April 2015 TOT/TBID Reports
 - d. Approval of April 2015 Financial Statements

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9. Brief Staff Updates
 - a. Marketing & Communications/PR
 - b. Sales
 - c. Film, Sports and Travel Trade Update
 - d. Visitor Services and Information Technology
10. Advocacy Committee Update – Steve Dodge/Nicole Llido
11. City of Huntington Beach Update
12. Huntington Beach Chamber of Commerce Update
13. New Business
14. Adjournment
15. VHB Reception in Tides Ballroom

The Board of Directors will not meet in July or August. The next Board Meeting will be Tuesday, September 29 (location TBD). The FY 15-16 Budget and Program of Work will be presented. Mark your calendars for a 3:00 PM start instead of 3:30 PM. Have an awesome summer!

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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.*