

Visit Huntington Beach
Board of Directors Meeting
Tuesday, January 27, 2015, 3:30 p.m.
Hyatt Regency Resort and Spa – Vista 2
21500 Pacific Coast Highway
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.

MINUTES

1. Call to Order at 3:38 p.m. and Antitrust Reminder (*see reverse*) by Chair Paulette Fischer. Kelly introduced new Board Member, Peter Rice
2. Roll Call: Present
 - a. Bernardo (ASP North America), DeGuzman (Hotel Huntington Beach), DeSoto (Experian), Dodge (Huntington Capital Corporation), Fischer (Waterfront Beach Resort, A Hilton Hotel), Frechette (Shorebreak 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), Rice (Hyatt)
 - b. Not Present Ali (Zack's Pier Plaza), Barnes (Duke's Huntington Beach), Colby (Quiksilver Americas)
 - c. Guests: Kellee Fritzal, Courtney Wierioch (JWA).
3. Announcement of Late Communications: None.
4. Public Comment – Chairperson (limited to 3 minutes / person): None.
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. Approval of new VHB Board member Stenn Parton – Motion/Second by Dodge/Mantini. Ayes unanimous.
6. Consent Agenda – Motion/Second by Rice/DeSoto. Ayes unanimous. Consent Agenda approved.
 - a. Approval of October 28, 2014 Board Meeting Minutes
 - b. Approval of November 20, 2014 Executive Committee Meeting Minutes
 - c. Approval of October 2014, November 2014 and December 2014 Financials and TOT/BID reports
 - d. Approval of January 22, 2015 Executive Committee Meeting Minutes

**Visit Huntington Beach
Board of Directors Meeting**

Tuesday, January 27, 2014, 3:30 p.m.
Hyatt Regency Resort and Spa – Vista 2
21500 Pacific Coast Highway
Huntington Beach, CA 92648

7. Changing Bank Accounts: Nicole Thompson, CFO and Kelly Miller: Board discussed pros and cons of switching checking accounts and money markets from California Bank & Trust to First Bank. Thompson will look for the best rates for the CD/money market. Motion/Second by Dodge/Wheeler to move current checking account to First Bank.
8. Presentation by John Wayne Airport: Courtney Wierioch (JWA) and Ann McCarley (JWA): Courtney Wierioch, Deputy Director of Public Affairs and Ann McCarley, Manager of Communications gave a presentation to the Board. JWA is the most highly regulated airport in California. Their Settlement Agreement has been extended through 2030. Expansion, facility constraints were discussed. They are applying to be a point of entry. There are eight airports with point of entries. Their top five markets are: Phoenix, Denver, Dallas, San Francisco, Chicago (O'Hare).
9. Department Updates:
 - a. Marketing & Social Media: Began working with Development Counsellors International (DCI). Staff is working to determine a "most wanted media" list. DCI will be working with staff on the Guinness World Record event project. DCI has already been providing media leads for HB. Just completed our rack brochure. Finished Surf City VIP Social Media campaign. Currently a dozen Surf City VIPs. Over 20,000 app views in a little over two months. Of these 438 people signed up to become VIP and received the code to book their surf lesson. Three hundred sixty people entered the golden ticket raffle.
 - b. Sales: Total rooms booked for the month of January were 4190. This was the largest sales month that Huntington Beach has ever seen. Total economic impact: 3,185,188.80; Total leads: 36 leads; 29% for the year. Working on FAM for Conference/Direct local planners.
 - c. Film & Sports: Huge FAM tour on January 24th. Staff is working with Disney for possible movie premier at Pier Plaza. Staff will be meeting with the Superintendent of the Schools within the next few weeks to discuss the role of VHB.
 - d. Information Technology and Visitor Partner Services Ambassador Russ is now a full time VHB employee. Staff will research other companies for long term, part time coverage needs. Currently, using EES to fill in the schedule. Partner Information meetings have been scheduled for the next six months to help businesses understand the role VHB plays in the community.
10. City of Huntington Beach Update: Kellee Fritzal mentioned that there was a Strategic Planning Session last week. Kelly Miller attended.
11. Huntington Beach Chamber of Commerce Update: The City of Huntington Beach has been selected to participate in the Special Olympics World Games Host Town program from July 21-24, 2015. We will be partnering with Fountain Valley. Wheeler mentioned that they have a new environmental person on-board. On the education side, they started having Microsoft classes every month. The Chamber of Commerce Annual Gala will take place on Friday, February 20th. This year's theme is Battle of the Bands.

**Visit Huntington Beach
Board of Directors Meeting**

Tuesday, January 27, 2014, 3:30 p.m.
Hyatt Regency Resort and Spa – Vista 2
21500 Pacific Coast Highway
Huntington Beach, CA 92648

12. Any Miscellaneous Voting: None.
13. New Business: Miller requested that the Board sign up for one of the VHB Ad Hoc Committees. Dolores will email the list to the Board. Susan Thomas will be the new VHB Chief Marketing Officer. She will begin on March 16th.
14. Other Business:
Report on Sea Level Rise: Mike Van Voorhis reported on the sea level. If nothing is done, the sea level could rise 8 inches in 100 years. By 2030, Sunset Beach and Pacific Coast Highway could have major water issues. By 2100, the storm water channel could have problems with floods. The City of Huntington Beach will be looking at this further.
15. Open Discussion/Announcements: Frechette mentioned that beginning on February 6th, the Shorebreak hotel will be management by Kimpton Hotel Group. It will be under a five year management contract.
16. Miller mentioned that VHB has a table for the Huntington Beach Chamber of Commerce Annual Gala on Friday, February 20th. Dolores will send an email out to the Board members to see who is interested in sitting at our table.
17. Adjourned at 4:56 p.m.

Next Board Meeting: Thursday, February 26, 2015, 3:30 p.m. – 5:00 p.m., at the Waterfront Hilton Beach Resort, 21100 Pacific Coast Highway, Huntington Beach, CA.