

**Visit Huntington Beach
Board of Directors Meeting**

Tuesday, March 31, 2015, 3:30 p.m.
The Kimpton Shorebreak Hotel, Epic Rooms 2 and 3
500 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 and Antitrust Reminder (*see reverse*) by Brett Barnes at 3:36 p.m. Kelly introduced VHB's Chief Marketing Office, Susan Thomas.
2. Roll Call:
Barnes (Duke's Huntington Beach), Bernardo (ASP North America), DeSoto (Experian), Rice (Hyatt Regency Resort & Spa), Dodge (Huntington Capital Corporation), Gordon (Rainbow Environmental Services), Mantini (Retired-The Boeing Company), McCarley (John Wayne Airport), 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); Dodge, (Huntington Capital Corporation) McNally (Kimpton Shorebreak Hotel), Parton (DJM Corporation)

Absent: DeGuzman (Hotel Huntington Beach), Fischer (Waterfront Beach Resort, a Hilton Hotel), Patel (Best Western Harbour Inn & Suites),
3. Announcement of Late Communications - None
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 – Motion/Second by Mantini/Wheeler. Ayes unanimous. Consent Agenda approved.
 - a. Approval of February 26, 2015, 2015 Board Meeting Minutes
 - b. Approval of March 27, 2015 Executive Committee Meeting Minutes
 - c. Approval of February 2015 TOT/BID reports
 - d. Approval of February 2015 Financial Statements Mantini / wheeler
6. Research Presentations:
 - a. HB Visitor Snapshot – Susan Thomas. Susan Thomas, VHB's Chief Marketing Officer, presented a Huntington Beach Visitor Snapshot PowerPoint presentation.
 - b. Media Perceptions – Daniel Guerrero, Director / Los Angeles. Development Counsellors International (DCI) presented a presentation. The Executive Summary will be sent to the board members.

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7. Brief Staff Update:
 - a. Marketing and PR: Huntington Beach was voted *USA Today's* #1 Best Beach by readers. After winning best beach, VHB received 1,849 likes, 105 comments and 864 shares. We currently have 10,600 followers on Instagram. We were also named number one in *Men's Journal's* 50 Best Places to Live in the United States. We organized and executed full photoshoot with locations, activities to fill photo needs and build our library. There were approximately 14,000 images taken. Began production of the 2015/2016 Huntington Visitors Guide. We now have a new marketing/PR intern who currently attends Chapman University
 - b. Film, Sports and Travel Trade Update: *Always Sunny in Philadelphia* will be filming on the Pier next week. VHB is creating a VIP card program for sports event participants coming into Huntington Beach that will offer discounts and specials at various businesses. We recently hosted a brand USA /Hawaiian Airlines FAM with 13 Australian participants. Half of the guests stayed at the Hilton and half stayed at the Hyatt. Had a site inspection for Julia Tours (Mexico Tour Operator) that went to the Shorebreak and Hilton. Hosting 13 travel trade reps for a Visit CA French FAM this Saturday. Eating dinner at Sandy's followed by a beach bonfire at Waterfront Adventures.
 - c. Sales: For the month of March, there were 20 leads, 8,525 potential room nights. Attending luxury meetings in Boston, New Jersey and New York. There will be 30 planners at each show. Lunch with Maritz from Allergan. Meetings with Industry Council tradeshow co-op with AOCVCB in Denver with approximately 1,200 in attendance. John is in the process of getting his CDME certificate. He is 85% complete.
 - d. Visitor Services and Information Technology: The Ambassador Program currently held their first quarterly meeting with BID, HBPD and VHB to make sure all partners and up to date on program details. The new CMS was launched on Thursday, March 26th. We have thirty days to find any errors and report them to Simpleview to be fixed. After that we will have to use support hours for any changes. Working with Booking.com to switch to their booking engine on the website as of mid-May. The kiosk is on peak season hours for Spring break: 10:00 a.m. to 7:00 p.m. on weekends and 10:30 a.m. to 7:00 p.m. on weekdays. The first portion of the Partner section of the website launched on Friday, March 6th. Additional pages will be posted over the next three months.
8. Wayfinding and Shuttle Program Updates: Kelly and the City officials met with John Bosio from MERJE on Thursday, March 12. Meeting went extremely well. The City of HB will be doing an RFP within sixty days. The City will also be completing their shuttle service RFP which includes VHB's pilot shuttle program.
9. Guinness World Record Surfing Attempt, June 20, 2015: Kelly and Staff updated the Board on the Guinness World Record attempt.
10. City of Huntington Beach Update: None
11. Huntington Beach Chamber of Commerce Update: The Economic Conference will take place on Wednesday, April 15th at the Hyatt. Keynote speakers include Curt Pringle and Dan Walters. Boeing is the title sponsor. Huntington Beach Open for Business will take place on Thursday, June 4th from 2:00 p.m. to 7:00 p.m. at City Hall. The Green Expo will take place on September 26th at City Hall under the solar panels. In May, the Chairman's Circle will be held at the Kimpton Shorebreak Hotel.

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12. Any Miscellaneous Voting - None
13. New Business - None
14. Open Discussion/Announcements - None
15. Meeting adjourned at 4:48 p.m.

Next Board Meeting: Tuesday, April 28, 2015, 3:30 – 5:00 p.m., at the Hyatt Regency Huntington Beach Resort and Spa, 21500 Pacific Coast Highway, Huntington Beach, CA 92648.