

**Visit Huntington Beach
Board of Directors Meeting**

Tuesday, April 28, 2015
Hyatt Regency Huntington Beach 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 and Antitrust Reminder (*see reverse*) by Chairman Brett Barnes at 3:38 p.m.
2. Roll Call:

Ali (Zack's Pier Plaza), 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), Vaughan (Best Chauffeured Transportation), Wheeler (Huntington Beach Chamber of Commerce);

Absent: DeGuzman (Hotel Huntington Beach), Fischer (Waterfront Beach Resort, a Hilton Hotel), Patel (Best Western Harbour Inn & Suites), Van Doren (Vans), Van Voorhis (Sunset Beach Community Association), Parton (DJM Corporation, McNally (Kimpton Shorebreak Hotel)

Guest: James Ramsey – CPA, MSA, VTDCPA
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 made by Mantini and seconded by Thompson. Ayes unanimous. Consent Agenda approved.**
 - a. Approval of March 31, 2015 Board Meeting Minutes
 - b. Approval of April 23, 2015 Executive Committee Meeting Minutes
 - c. Approval of March 2015 TOT/BID reports
 - d. Approval of March 2015 Financial Statements

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6. Audit Presentation – James Ramsey, CPA, MSA, VTDCPA. Mr. Ramsey presented the September 2012 and 2013 audit. **Motion made by Mantini and seconded by Gordon. Audit was accepted and placed on file at VHB offices.**

7. Brief Staff Update
 - a. Susan Thomas (Chief Marketing Officer): Visitor traffic to the mobile site has increased 191% fiscal year-over-year (October to March) to 39,275 user sessions. The vast majority of this traffic is from organic search and referrals. Two-thirds are on iOS phones and most of the remaining one-third on Androids. Seventy three percent of mobile traffic is California based and the largest ADI's for mobile traffic are Los Angeles (20%), and in markets in Huntington Beach (9%) and San Diego (4%). Top content areas include restaurants, US Open of Surfing, plan your visit/visitor's guide, events calendar and things to do. Big Board PR is well underway. DCI is planning to launch the Big Board pre-story media in mid-May.
 - b. Marketing and PR: Continued production of the 2015/2016 HB Visitors Guide. Completed a three-day Huntington Beach New York media mission that included appointments with journalists from Conde Nast Traveler, Daily News, Sherman's Travel, Parents Magazine, About.com Honeymoons, Redbook, Departures, American Spa, Lucky Magazine, Outside Magazine, Men's Journal, and Men's Fitness. Follow up for these meetings has begun and we have already received coverage from About.com Honeymoons as a result of our meeting: <http://honeymoons.about.com/od/southernca/ss/Surf-City-USA-for-Couples.html>. Attended Visit California's Los Angeles Media Reception where over 50 media were in attendance. Interest in Huntington Beach expressed from the new AAA Westways journalist, People Magazine's Travel editor, and the head travel writer for Modern Luxury. Madison be attending the California Cup in San Diego in place of Briton Saxton, as she will be at a sporting trade show. Immediately follow the CA Cup, she will head to Toronto for Visit California's Toronto Media Reception, along with additional media appointments outside of the event.
 - c. Sales: For the month of April, there were 15 leads, 1,995 lead room nights and 155 booked room nights. John has attended a few group meetings, tradeshow: Conference Direct in Dallas from April 19 – April 22, 2015, MPI – ED / CON Tradeshow Hilton Costa Mesa - April 23 – 24, 2015 (Local Corporate Market), Luxury Meeting Summit in St Louis and Kansas City/ One on One Appointments– April 28 – May 1, 2015, Meeting Focus / One on One Appointments– La Quinta - May 3 – 6, 2015 (Local Corporate Market), Successful Meetings / One on One Appointments – Balboa Bay Resort May 11 – 14, 2015 (Local Corporate Market). We have working a large lead with Taco Bell 2016 for February 2016, 450 peak rooms, and 1035 total room nights.
 - d. Film, Sports and Travel Trade Update: *It's Always Sunny in Philadelphia* filmed on Tuesday, March 31st on the Pier. Briton gave information to the HB Independent and OC Register about doing an article on HB being a filming hot spot. She is going to NASC Sports Symposium next week in Milwaukee, WI. She currently has 37 appointments with various event owners. Setting up a FAM for a group of eleven travel agents from a UK tour operator company, Gold Medal. Going to the Visit CA Canada Sales Mission in two weeks.

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- e. Visitor Services and Information Technology: VHB launched the new CMS 3.0 with Simpleview. Nicole, Susan and John were at the Simpleview Summit this week learning about upcoming digital marketing trends in the industry, getting information about SEO friendly content and learning more about our CRM and CMS capabilities. We held a Partner Information meeting on April 14th with attendees from Sweet Mission Cookie Company, Huntington Harbour Antiques and Art Mall, and Haole Boy Shave Ice. Nicole is working with Simpleview and staff to create a microsite for the Big Board event. Nicole will be distributing postcards for the event at the OC Concierge Association's Annual Tradeshow, as well as at the OCVA Annual Conference on May 6th.
8. Wayfinding and Shuttle Program Updates: Received the RFP on the Wayfinding Program on April 22nd. The final RFP should go out within the next few weeks to hire a consulting firm that will facilitate the wayfinding planning process with the City, VHB and key community stakeholder groups. The final RFP for the Shuttle Program should be finalized and issued soon. Looking to launch the service on June 15th or slightly later, and will run until September 15th. Selected vendor and City will finalize the route map and schedule.
9. Big Board Guinness World Record Activities and Supportive Vote: The world record attempt is scheduled for June 20th at the Southside of the Pier from 9:00 a.m. to 12:00 p.m. Riders will be a combination of surf legends, Walk of Famers and Hall of Famers, sponsorship riders, winners of social media campaign, etc. It is the same day as the Chili Cook Off so the number of spectators should be great. The Big Board will also be in the 4th of July Parade and hopefully at the US Open of Surfing. There is a voting action required on this. We need an additional \$60,500 in additional VHB fund. We presented this at our Executive Committee Meeting on Thursday, April 23rd and they felt comfortable with this decision. **Motion was made by Vaughn and seconded by Thompson to approve additional funds for Big Board Guinness World Record Activities.**
10. City of Huntington Beach Update: Cal Travel is providing us with insight on what is going on in Sacramento. There will be a vacation rental work session in August.
11. Huntington Beach Chamber of Commerce Update: The Economic Conference last week was a success. The Huntington Beach Open for Business Expo will be 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. The Chairman's Circle will take place in May at the Kimpton Shorebreak Hotel.
12. Any Miscellaneous Voting: None

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13. New Business: The 1st Annual Woods & Woodies Golf Tournament sponsored by the ISM is on Monday, May 11th at SeaCliff Country Club. The proceeds benefit the ISM and local high school surf teams. The Taste of Huntington Beach was last Sunday. Fifty-one restaurants participated and approximately 2,200 people attended. The Watertable at the Hyatt Regency Huntington Beach Resort and Spa received 3rd place for their appetizers. \$70,000 was raised at this event. On May 6th is the OC Tourism Conference at Disney's Grand Californian Hotel and Spa. On Thursday, May, 14th, is the VHB Annual Meeting at the Waterfront Beach Resort from 11:00 a.m. to 2:00 p.m. Please let Dolores know if you are interested in attending either of these events.
14. Open Discussion/Announcements: None
15. Meeting adjourned at 4:15 p.m.

Important Dates:

- On Thursday, May 14, 2015 will be the VHB Annual Meeting celebrating National Tourism Week at the Hilton Waterfront Beach Resort in the Pacific Ballroom from 11:00 a.m. to 2:00 p.m.
- The next Board of Directors meeting will be on Tuesday, May 26, 2015 from 3:30 p.m. to 5:00 p.m. at the Hyatt Regency Huntington Beach Resort and Spa.
- The Board of Directors Retreat will be part of the June 30th Board Meeting. It will take place at the Waterfront Beach Resort from 1:00 p.m. to 5:00 p.m. followed by a reception for Board and Staff.