

Visit Huntington Beach Board of Directors Meeting

Tuesday, May 26, 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 Chair Brett Barnes at 3:33 p.m.
2. Roll Call:

Ali (Zack's Pier Plaza), Barnes (Duke's 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), Townend (The ActivEmpire), Van Doren (Vans), Van Voorhis (Sunset Beach Community Association), Wheeler (Huntington Beach Chamber of Commerce); Parton (DJM Corporation)

Absent: Bernardo (ASP North AM), DeGuzman (Hotel Huntington Beach), Thompson (First Bank), Vaughn (Best Chauffeured Transportation), McNally (Kimpton Shorebreak Hotel)
3. Announcement of Late Communications: None
4. Public Comments — 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. Consent Agenda: **Motion made by Dodge and seconded by Smith. Ayes unanimous. Consent agenda approved.**
 - 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: Kelly gave a brief update on the financial statements. Year to Date (October through March) sales are up 11.5%. April may be soft. Goal is 4.5% over FY 13-14 for for entire FY Hotels with rooms under 150 had an increase of 23.1%. Hotels with rooms over 150 had an increase of 15.6%. Sunset Beach sales were up 20.6%. It was a great month for hotel sales in HB!

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6. Presentation – Scott Maloni, Vice President, Poseidon Water and Billy Searles from Kiewit, Construction. They presented two options of a pump station that will be built in Huntington Beach, CA. These two options will be discussed at the City Council meeting on Tuesday, June 16, 2015.

7. Brief State Update:
 - a. Marketing including Epic Big Board Ride: There are three marketing and PR buzzes circulating around Huntington Beach: the Big Board, Memorial Day and that Huntington Beach has been named by *Fox News* as one of the top beach destinations for families to visit. Everything is looking good for the Big Board. VHB has the window between June 6th through June 20th to officially use the Guinness logo .

 - b. PR: We currently have 4 million circulations hits on the Big Board. Yahoo Singapore has picked up the Big Board. The team is going to Orlando for IPW in June.

 - c. Sales: 4 site inspects for the month.
Staff attended the following shows:
 - Luxury Meetings Summit St. Louis and Kansas City – 4 leads
 - ConferenceDirect – Dallas, TX – 4 leads
 - Focus Meetings Live – LA Quinta – 7 leads
 - Successful Meetings – Newport Beach – 3 leads
 - HelmBriscoe – Las Vegas – 7 leads. One very strong lead for HB only
 - MPI Potomac chapter trade show – 3 leadsBooked room nights: 621
Leads: 33

 - d. Film, Sports and Travel Trade: Working with Bar Rescue to film Brix in Sunset Beach. Recently met with over 30 event owners at the NASC Sports Symposium. Had three FAMs in town: Virgin Holidays/Helloworld: 10 participants. Stayed at the Hilton; Gold Metal-UK: 12 participants. Stayed at the Hyatt. Quantas Holidays-Australia: 17 participants. Stayed at the Hyatt.

 - e. Visitor Services and Information Technology: The Big Board microsite was launched last Friday. It will be updated regularly leading up to the June 20 event, then afterwards when the records are hopefully broken. Based on feedback from the hotels, we switched booking engines from aRes to Booking.com last Friday. We are still using aRes for attraction tickets. A new booking widget for Booking.com is in the works from Simpleview. Nicole Llido, Susan Thomas, and John Ehlenfeldt attended Simpleview Summit in Tucson, Arizona on April 20-23. The Summit provided an incredible amount of information about digital marketing trends in the tourism industry.

8. Wayfinding and Shuttle Program Updates and Affirmative Votes: We received the RFP back. VHB will be meeting with the City on Tuesday, May 26th. We need to discuss the routes, where the people will park their cars, if the shuttle is handicapped accessible, if pets are allowed, etc.

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The tentative hours for the shuttle will be 11:00 a.m. to 7:00 p.m. VHB is looking at a firm to handle the Wayfinding process. We will do this project in stages.

A two-part motion was made by Van Voorhis and seconded by Fischer to support organizationally and financially both the Shuttle and Wayfinding programs

8. Advocacy Committee Update – Steve Dodge/Nicole Llido. Working with the City of HB on vacation rentals permit process. Study session on August 1 to decide whether to regulate vacation rentals or ban vacation rentals. President of Huntington by the Sea RV Park contacted Jerry Wheeler regarding the old boatyard land on corner of PCH and Beach Boulevard. Property owner wants to develop land and has contacted City and Garry Brown at Coastkeeper to get information. Land could be used as a gateway signage.
9. City of Huntington Beach Update: The Business Expo is on June 4th at City Hall from 2:00 p.m. to 7:00 p.m.
10. Any Miscellaneous Voting: None
11. New Business: None
12. Open Discussion/Announcements
Pacific Beach: Equinox opens October. Presale is open now.
Hyatt: Pete’s concert series starts this weekend throughout the summer.
Mike Van Voorhis invited Chief Baumgartner to talk about sharks at the next community meeting. VHB will be helping with producing a walking tour map.
Kristy Van Doren will get movie night flyers for US Open.
Southwest has new service to Kansas City and St. Louis
Duke’s has an evening volleyball contest. Renovated the volleyball courts.
13. Meeting adjourned at 5:03 p.m.

The next Board of Directors Retreat will be part of the June 30th Board Meeting. It will take place at the Waterfront Beach Resort in the Dolphin Room from 1:00 p.m. to 5:00 p.m. followed by a reception for Board and Staff. Note: Our mini-retreat will now start at 2 PM instead of 1: 00 PM. Reception to follow at 5:00 PM.

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ANTITRUST COMPLIANCE POLICY

It is the policy of the Visit Huntington Beach 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.*