

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.

MINUTES

1. Call to Order and Antitrust Reminder (*see reverse*) by Chair Paulette Fischer at 2:15 p.m.
2. Roll Call:

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), Mantini (Retired-The Boeing Company), 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);

Absent: Ali (Zack's Pier Plaza), Gordon (Republic Services), Patel (Best Western Harbour Inn & Suite), McNally (Kimpton Shorebreak Hotel)

Guest: Kellee Fritzal
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. Visit Anaheim New Brand Platform Presentation
Jay Burress and Chris Harris from Visit Anaheim gave a Power Point presentation to the Boar, focusing on the new brand launch for Anaheim
6. Epic Big Board Ride Celebration Recap
The Big Board will participate in the 4th of July parade. Homerun Media will assist us in decorating the float. Afterwards, the Big Board will be on Walnut Street for four days and then at the Surf Museum later this fall
7. 2014-2017 Strategic Plan Review & Discussion
The Board reviewed VHB's strategic plan.

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8. Consent Agenda: ***Motion made by Rice and seconded by Van Doren:***
 - a. Approval of May 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

9. Brief Staff Updates
 - a. **Marketing & Communications/PR**

The entire staff worked diligently on the preparations for the June 20 Guinness World Records Title event. Our team also had a filmmaker, Nick Bowser and his team on the ground to shoot events and conduct interviews throughout the weekend for our planned film documentary. . The Discovery Channel will use this footage. International coverage has also been very strong. The Marketing team is working on signage and banners with Home Run Media to stage the Big Board as an entry in the HB July 4th parade. The event will be broadcast live on KABC.

Staff is also working on plans for public viewing of the Big Board in Downtown HB from Wednesday through Saturday morning during the US Open of Surfing. The Marketing team is working with Creative Circle to produce brand strategy, design and marketing materials for our pilot visitor shuttle service that will launch on July 10th. Susan Thomas met with Kay Cochran to plan a meeting of the Marketing and Sales Committee later in July to begin strategic planning for fiscal year 15-16. Susan Thomas met with Kelly Miller and John Ehlenfeldt on a plan to align the marketing, communications and visitor services staff structure to better meet the changing and growing needs of the expanding destination travel marketplace.
 - b. **Sales**

Confirmed for June: 2,275 room nights. Currently at 79.9 room nights
Bookings: Ventura Foods 2017 – 1100 Room Nights
Bookings: Fleet First 2016 – 310 Room Nights at Pasea Hotel and Spa
Site Inspection: MoreHouse School of Medicine – Hyatt and Waterfront
Site Inspection: CSIET – 300 room nights – Waterfront
Collaborate Marketplace – Orlando, FL – Strong interest in Huntington Beach – the new shiny penny.
Luxury Meeting Summit Show and Calls – Minneapolis and Chicago – Week of 6/22
Increased lead generation from Northeast and Midwest – Luxury Meetings
 - c. **Film, Sports and Travel Trade Update**

Helped OCVA coordinate film shoot with Check Inn TV a ~~middle-eastern~~**Middle Eastern** travel program. Working with the Color Run event coming to Huntington Beach to help them with opportunities to have paid advertising on the SurfCityUSA website.

Briton is going to the Visit CA UK Sales Mission next Friday.
 - d. **Visitor Services and Information Technology**

Nicole held a team-building day with the kiosk staff on June 5th. They created a

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Visitor Services Department mission statement. The interior and exterior of the kiosk was painted. Met with Lt. Rodriquez to discuss Ambassador Program for the summer and the US Open. Working with John on the logistics of the Shuttle Program.

The Big Board microsite has been updated to include recaps of last Saturday's event. Working with Destination Analyst on website Usability Study with interviews to be conducted next month.

The new accounting software, Financial Edge, will launch on July 1st along with Advanced Budget Management.

10. Huntington Beach Chamber of Commerce Update: The Business Expo will be on Thursday, June 4th beginning at 2:00 p.m. at City Hall. The Green Expo will take place on September 26th at City Hall under the solar panels.
11. New Business: They just signed Sephora to a 5,400 square foot lease. Equinox is opening in November. Grand opening for Pasea will be in the Spring 2016.
12. Adjournment: The meeting adjourned at 4:12 p.m.
13. The VHB Reception will take place in the 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 10:00 A.M. start instead of 3:30 p.m. 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.*