

Visit Huntington Beach
Board of Directors Meeting Minutes

Tuesday, March 1, 2016
Kimpton Shorebreak Hotel
500 Pacific Coast Highway
Huntington Beach, California 92648
3:30 a.m. to 5:00 p.m.

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 Peter Rice at 3:39 PM
2. Roll Call:

Present: Barnes (Duke's Huntington Beach), Bernardo (ASP North America), DeSoto (Experian), Rice (Hyatt Regency Resort & Spa), Mantini (Retired-The Boeing Company), McCarley (John Wayne Airport), Patel (Best Western Harbour Inn & Suites), Van Doren (Vans), Van Voorhis (Sunset Beach Community Association), Wheeler (Huntington Beach Chamber of Commerce), Blakeslee (Pasea Hotel and Spa), Truxaw (Mama's Restaurant on 39), McNally (Kimpton Shorebreak Hotel).

Absent: DeGuzman (Hotel Huntington Beach), Dodge (Huntington Capital Corporation), Thompson (First Bank), Townend (The ActivEmpire), Vaughan (Best Chauffeured Transportation), Parton (DJM Corporation); Fischer (Waterfront Beach Resort, A Hilton Hotel, Smith (Huntington Beach Wetlands Conservancy).
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 is 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 (Nicole Thompson and Kelly Miller)
 - a. Approval of January 26, 2016 Board Meeting Minutes
 - b. Approval of February 25, 2016 Executive Committee Meeting Minutes
 - c. Latest TOT / TDIB Reports:
 - TOT/TBID hotel collections for December 2015 were up 8.0%.
 - Hotels over 151 rooms were up 7%, while hotels under 150 were up 13.5%
 - For the first three months of the FY (Oct-Dec), TOT/TBID collections are up 4.4%, with hotels over 151 rooms up

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- For the first three months of the FY (Oct-Dec), TOT/TBID collections are up 1.7% for hotels over 151 rooms and up 10.7% for hotels under 150.
- d. Financial reports (if available): Staff reviewed the financial statement with VHB's CPA firm and no red flags. This is the time of year when expenses tend to run higher than monthly TOT/TBID, but overall cash reserves are good.
- For the month of December, total revenues were \$210,433, while expenses were \$351,460, for a difference of (\$141,166).
 - YTD total actual revenue is \$737,283, which is straight TOT/TBID monthly revenue for Oct-Dec. Budget was \$1,474,162, which includes the \$721,000 that will be used from FY 14-15 for the FY 15-16 program of work.
 - YTD total expenses were \$911,547. The budgeted YTD expenses were estimated at \$1,274,591. Some of this is due to timing.
 - Comparing YTD net revenue with YTD net expenses and it is (\$174,265), which mirrors what traditionally occurs this time of year with lower receipts and higher expenses.
 - The balance sheet looks good. Nothing stood out when reviewing it with the CPA.

Motion made and seconded to approve Consent Agenda. Passed unanimously.

6. Chairman's Report (Peter Rice): Nothing to report

7. Brief Staff Update

Marketing and Communications (Susan Thomas)

- HSMIA's ADRIAN AWARDS: The Hospitality Sales and Marketing Association International awarded five prestigious Adrian Awards to Visit Huntington Beach and its PR firm DCI for public relations and promotional work with the GUINNESS WORLD RECORDS Big Board campaign at its annual awards gala in New York in February. The awards included a Best of Show for PR Adrian, a platinum Adrian, and three gold Adrian Awards. We were competing with entries by major international travel industry brands, large and small DMOs, as well as state and country tourism offices from around the world. The recognition truly places our community's destination branding efforts among the best of the best in the global travel marketplace.
- OUTLOOK FORUM and POPPY AWARDS: Visit Huntington Beach attended the Visit California Outlook Forum last week in San Francisco. Team also takes home a Poppy Award for "Best PR Campaign."

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- **BRAND RESEARCH UPDATE:** Destination Analysts and the Atkins Group are wrapping up the quantitative analysis phase of our brand perception study for Huntington Beach this month, and will immediately move into phase two qualitative research in March/April. The latter phase will include consumer testing in both the leisure and meetings market on the brand positioning and potential new brand mark creative. We plan to schedule Atkins to share the results of this in-depth research with the board and marketing committee in the spring, and with the greater HB community at our annual meeting in June, along with the brand refresh launch.
- **HB TOURISM ECONOMIC IMPACT STUDY:** VHB staff will prepare an RFP in March for an economic impact study of our city's tourism industry, including a year-over-year trend analysis for the past three years. We expect to have the results of this study in the summer.
- **NEW YORK MEDIA TRIP:** VHB staff will travel to New York March 21-24 for three levels of national media engagement: Visit California's annual New York media event, a new collaborative regional media event coordinated by VHB & DCI with Anaheim, Newport Beach, Laguna Beach and Huntington Beach as partners with a family travel theme, and one-on-one media appointments with targeted "most wanted" media outlets.
- **RESPONSIVE WEBSITE UPDATE:** VHB staff is developing the work plan and site structure for the new responsive website possibly using an open source platform for optimal options in dynamic content development, flexibility, personalization, and competitiveness.
- **DESTINATION VIDEOS:** Three videos produced with Destination Think and featuring local influencers and brand ambassadors have been released as sponsored posts to their respective audiences on Facebook and Instagram. The first video spotlight on Nightlife (featured restaurant: SeaLegs) has had over 15,000 views on Facebook. The remaining nine videos will be released periodically from now until late March.
- **PR UPDATE:** DCI deployed a new quarterly media e-news to target media regionally and nationally in February to promote spring travel, along with an action sports release and pitches in January. Upcoming FAMs include:
 - Ron Johnson – February 5, 2016: Canadian Journalist (Toronto) -- outdoor adventure and family travel stories for Post City (372,000 print readers, 150,000 online) and Get Out There Magazine (150,000).

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- Carrie Anne Badov and Mannix – March 2-4, 2016, Canadian blogger and parenting expert. Travelling to California with her 10-year-old son Mannix from February 28 – March 5 for a series of blog posts, videos and social media content focused on travelling with a “tween.” Topics of focus on this trip will be outdoor adventure, arts/culture and culinary. EverythingMom (UVM 50,000; Twitter 31,200; FB 6,500; Instagram 2,000). Previously visited HB in 2012 and 2014
- Kylie McLaughlin – April 27-29, 2016. Fairfax Traveller (AUSTRALIA) Traveller has a 1,982,000 total readership across print and digital platforms including in The Sydney Morning Herald, The Sun-Herald and The Age, as well as traveller.com.au. Print destination features carry a PR value of approximately \$25,000 USD. Looking for authentic local, culinary and outdoor activities.
- TRAVEL TRADE: Go West show in Anchorage went very well, with 37 12-minute appointments. Solid appointments with good follow up planned when team returns.
- FILM: We have had six serious inquiries in the past month for filming in Huntington Beach. One being a national commercial, and two films.
- SPRING INTERNS: Karina Bonoldi and Stephanie Pffingsten —
 - Karina will be starting on Monday, February 22 and specializing in website marketing (CRM, web content, listings, etc.) and visitor/partner services.
 - Stephanie will be focused primarily on public relations (FAMS, press releases, etc.) and social media (daily posts, blog, e-newsletter, etc.)
- SALES & SURF CITY SHUTTLE (John E): Planning for the 2nd year of the Surf City Shuttle program is well underway. John is working closely with the City of HB on this project, including the potential of a 7-year OCTA grant for \$200,000 per year to run the program 365 days a year. Decision from OCTA in late spring or early summer. Group sales for the month generated 43 leads representing 20,712 room nights. YTD leads are now at 194, representing 95,381 room nights. Definite booked room nights for February were 579 and YTD are at 7,039. Three programs were booked, taking the YTD programs booked to 15.
- VISITOR SERVICES, AMBASSADOR AND INFORMATION TECHNOLOGY (Nicole L):
Worked with Kellee Fritzal, Lt. Rodriguez, and Downtown BID to recreate the Visitor Ambassador Specialist position. We are currently accepting

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resumes through tomorrow. Phone interviews begin tomorrow, as well.

- Our new partner services intern started last Monday. She will be updating partner information in the CRM and reaching out to new partners in HB.
- Met with Diana Dehm, the interim Executive Director at the ISM, about standard operation procedures and systems we had put into place when Bridget was working there. Offered to do a training in the next couple weeks.
- Big Board: All Big Board auction payments have been charged. Jodi is still collecting a few outstanding sponsorship payments
- .Website: Attached is the year end summary for our website from 2014-15. Overall, we saw over 500% growth from the previous year.

8. Introduction of new HB Int'l Surfing Museum Executive Director, Diana Dehm (Brett Barnes). Brett introduced Diana Dehm as the new ED at HBISM. Their board is very pleased with the hiring of the new ED and the new chapter in moving the Museum forward.
9. Wayfinding Update (Kelly Miller): MERJE completed their community input sessions and will be back at the end of March to present their findings include three schematic designs for the system.
10. Advocacy Committee Update (Nicole Llido for Steve Dodge): Advocacy meeting was held on Feb 16. Committee is closely monitoring legislative session in Sacramento. Committee reviewed the nine FY 15-16 goals and where we are YTD.
11. City of Huntington Beach Update (Kellee Fritzal): City not present at this month's meeting.
12. Huntington Beach Chamber of Commerce Update (Jerry Wheeler): Jerry has announced his retirement from the Chamber and will be moving to Sacramento with his family. His wife has accepted a new job in Sacramento. The Chamber's Annual Economic Conference is coming up on April 6 at the Hyatt and all are encouraged to attend.
13. New Business: None
14. Open Discussion/Announcements: None
15. Adjournment was at 4:52 PM.

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Key Dates to Remember

- The next VHB Board of Directors Meeting will take place on Tuesday, April 26 at the Waterfront Hilton Beach Resort from 3:30 PM - 5:00 PM.
- The HB Chamber of Commerce's 29th Annual Economic Conference is Wednesday, April 6, 8:15 AM – 12:20 PM at the Hyatt Regency Huntington Beach Resort & Spa. The program is stellar and there will be \$1000 in cash awarded to a lucky attendee at the end of the program, thanks to the Auto Bid Dealers of HB's sponsorship of the Conference.
- The 8th Annual Meeting of the Orange County Visitors Association (OCVA) will be held Monday, May 2, 8:00 AM – 2:00 PM, Segerstrom Center for the Arts, Town Center Drive, Costa Mesa. The incredible speaker lineup includes Roger Dow, President & CEO of U.S. Travel Association; Caroline Beteta, President & CEO, Visit California; and Adam Sacks, President & Founder, Tourism Economics.
- Mark your calendars for a special June 28 VHB board meeting and brand relaunch. More details to come, but we will likely start the official board meeting a little earlier to allow enough time for this exciting program. Reception to follow at 5:00. Meeting will be at Pasea Hotel & Spa.

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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.*