

**Visit Huntington Beach
Board of Directors Meeting**

Tuesday, May 31, 2016
Sandpiper Room, Hyatt Regency Huntington Beach Resort and Spa
21100 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 3:36 pm
2. Roll Call:

Present: Barnes (Duke's Huntington Beach), Bernardo (ASP North America), Rice (Hyatt Regency Resort & Spa), Dodge (Huntington Capital Corporation), Mantini (Retired-The Boeing Company), McCarley (John Wayne Airport), Smith (Huntington Beach Wetlands Conservancy), Townend (The ActivEmpire), Van Voorhis (Sunset Beach Community Association), Vaughan (Best Chauffeured Transportation), Truxaw ((Mama's Restaurant on 39)

Absent: DeGuzman (Hotel Huntington Beach), DeSoto (Experian), Fischer (Waterfront Beach Resort, A Hilton Hotel), Thompson (First Bank), Van Doren (Vans), Parton (DJM Corporation); McNally (Kimpton Shorebreak Hotel), Blakeslee (Paséa Hotel and Spa)
3. Announcement of Late Communications: Rice (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.
 - Kim Kramer presented an idea for VHB to help fund a Pilot Program
 - o 14 weeks
 - o June 17th – Sept 4th
 - o Include the period between 7 pm – 3am
 - o 4 additional security officers or 2 teams of 2
 - o Funding would come from Downtown BID and VHB
 - o Janis Mantini made motion to approve the pilot program with the additional condition that the VHB staff will be benchmarking other similar programs in the US to look at their successes, challenges, and the metrics they used to measure performance.
 - Seconded.
 - Passed with 1 abstention by Mike Van Voohris.
 - We will send benchmarking and metric information to all

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Board Members by email so they may do an electronic vote.

5. Consent Agenda (Peter Rice and John Ehlenfeldt)
 - a. Approval of April 26, 2016 Board Meeting Minutes
 - b. Approval of May 26, 2016 Executive Committee Meeting Minutes
 - c. Latest TOT/TDIB & CBRE Group (PKF) Reports
 - d. CBRE/PKF Reports
 - e. Financials
 - John Ehlenfeldt went over the TOT/TIBD report, and Trends from March 2016, as well as the Financials for February and March 2016. TOT and TBID receipts were up by 3.5% in March. There was a motion to approve consent agenda by Robert Vaughn, which was seconded by Peter Townend, and passed with no opposition.
6. Chairman's Report (Peter Rice)
 - a. Pasea had a soft opening last Thursday and will have their Grand Opening June 10th.
7. Brief Staff Update
 - a. Marketing and Communications (Susan Thomas)
 - b. Film & Travel Trade Update (Susan Thomas)
 - c. Sales and Surf City USA Shuttle (John Ehlenfeldt)
 - d. Visitor Services, Ambassador and Information Technology (Nicole Llido)
8. Web ROI Research (Thomas and Llido)
9. Wayfinding Update (City & Staff): Susan discussed the Wayfinding system. Discussed materials and weather-resistance over the long-term as we are hoping the displays last 10 years or longer. The next phase will determine the digital components of the Wayfinding plan. Kelly is planning on having a debriefing with Merje and the City on June 20th.
10. Advocacy Committee Update (Steve Dodge & Staff): An update was provided on what the Advocacy Committee has been working on. The Committee continues to closely monitor national, state, and local policy decisions that could affect the local visitor industry.
11. Downtown security proposal & possible voting action on summer pilot program funding (Staff): See above Public Comments section for summary of this program.
12. City of Huntington Beach Update (Kellee Fritzal): Absent due to sickness.

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13. Huntington Beach Chamber of Commerce Update on CEO Search
14. Annual Meeting, Tuesday, June 28, 2016 at Pasea Hotel & Spa (NOTE THE TIMES OF THE REGULAR AND ANNUAL MEETING BELOW).
15. New Business: Moved, seconded, and passed to appoint Deven Solanki as a replacement for Sunny Patel on VHB Board and Executive Committee, and appoint Janis Mantini as VHB Board Secretary and to the Executive Committee.
16. Open Discussion/Announcements: *None*
17. Adjournment at **5:16 PM**

Key Dates to Remember

- The next VHB Board of Directors Meeting is planned for Wednesday, June 29, at 3:30pm location TBD
- **Mark your calendars for a special June 28 VHB Annual Meeting & Brand Summit at Pasea Hotel & Spa, 3:00 P.M. – 5:00 P.M., followed by a reception.**

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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.*