

Minutes
Visit Huntington Beach
Board of Directors Meeting

Tuesday, October 28, 2014, 3:30 p.m.
The Shorebreak Hotel – Epic ballroom 3
500 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

1. Call to Order and Antitrust Reminder (*see reverse*) by Past Chair Brett Barnes at 3:33 p.m.
2. Roll Call:
Ali(Zack's Pier Plaza), Barnes(Duke's Huntington Beach), Bernardo(ASP North America), Delgleize(RE/MAX Select One), DeSoto(Experian), Dodge(Huntington Capital Corporation), Gordon(Rainbow Environmental Services), Mantini(Retired-The Boeing Company), McCarley(John Wayne Airport) Patel(Best Western Harbour Inn & Suites), Smith(Huntington Beach Wetlands Conservancy), Thompson(First Bank), Townend(The ActivEmpire), Van Doren(Vans), Van Voorhis(Sunset Beach Community Association), Vaughan(Best Chauffeured World Wide), Wheeler(Huntington Beach Chamber of Commerce)
3. Announcement of Late Communications - None
4. Introduction of new VHB Board members
5. Public Comments – None
6. Consent Agenda – Motion/Second by Mantini/Gordon. Ayes Unanimous. Consent Agenda approved.
 - Approval of September 30th Board Meeting Minutes
 - Approval of October 22nd Executive Committee Meeting Minutes
 - Approval of September 2014 Financials – Quick explanation of financials for new Board Members
 - Approval of 2014-2017 Strategic Plan
7. Committees and Task Forces: discussion and approval – Destination Product Development Taskforce, Economic Development Taskforce
8. Department Updates:
 - a. Marketing & Social Media – Madison attended Vancouver and Calgary for Visit California mission. There is now a direct flight from John Wayne Airport to Vancouver via West Jet. She attended the Marketing Committee Meeting for Visit California. There was an Australia radio station that interviewed her, Dean Torrence and Kevin Keller. The Surf City VIP surf lesson promotion is already gaining much coverage in less than a week. Shirts were made for promotion.
 - b. Sales – IMEX tradeshow was highly successful with 10 leads and 806 definite booked room nights. John and Elsie plan to increase show participation by 10% in the 2014-2015 fiscal year.

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- c. Film & Sports – Briton is setting up for a possible January FAM Tour date. She's added more film galleries to the website bringing it to a total of 62 location galleries. She met with the Color Run to possibly bring the event to the State Beach. She estimates around 10,000 participants. AAU Beach Volleyball has expressed interest in bringing the championships to HB. She has hosted the Infinity Holidays FAM with 10 Australian wholesalers. She also hosted the Hunter Travel Group.
 - d. Visitor Services & I.T. – The kiosk is on its fall/winter schedule. All 3 kiosk staff are now CTAs. Our newly approved budget allows for updates to our logo and signage for the kiosk. The weathered window on the kiosk is also being replaced and updated. Kelly and Nicole are working with the City and Downtown BID to hopefully expand the Ambassador program to beyond the fiscal year. The partner section of the website is currently being updated. Hopefully switching to a new booking engine soon. Mobile site optimization starting. The computer systems switch was just completed. There will be a Simpleview CRM/CMS training in January.
9. New Business – January 15th will be our Open House. Kelly and P.T. had a successful trip to China. The Visa process has improved greatly, which is great for trying to get more Chinese travelers. Some geographical knowledge of our area improved interest for Chinese visitors. We will be spending more time talking about strategic issues, using the Strategic Plan as a basis in future Board meetings.
10. Open Discussion/Announcements – Paul Devitt is leaving the Hyatt Regency for the Hyatt in Texas. Peter Rice will be his replacement. Congratulations to Brett Barnes for two consecutive years as the Visit Huntington Beach Board Chair, he has been serving on the Board since 1998. Sunset Beach community association will be hosting a Halloween Party at Sunset Beach Community Center with an Egyptian theme.
11. Adjourned at 4:22 p.m.

Next Board Meeting: November 25th, 2014, 3:30 pm, The Hyatt Regency Resort & Spa