

**Visit Huntington Beach**  
**Board of Directors Meeting**  
Tuesday, October 27, 2015  
The Waterfront Beach Resort, a Hilton Hotel  
Dolphin Room  
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](http://surfcityusa.com). Questions on agenda items may be directed to Kelly Miller, VHB President & CEO, at (714) 969-3492 or [kelly@surfcityusa.com](mailto: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.**

**AGENDA**

1. Call to Order and Antitrust Reminder (*see reverse*) by Chair Peter Rice.
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), 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 Transportation), Wheeler (Huntington Beach Chamber of Commerce); Parton (DJM Corporation); McNally (Kimpton Shorebreak Hotel), Blakeslee (Pasea Hotel and Spa); Truxaw ((Mama's Restaurant on 39)
3. Announcement of Late Communications:
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.*
5. Consent Agenda (Susan Thomas)
  - a. Approval of September 29, 2015 Board Meeting Minutes
  - b. Approval of October 22, 2015 Executive Committee Meeting Minutes
  - c. Latest TOT / TDIB Reports
  - d. Financial (Note: These will not be ready per Melissa)
6. Chairman's Report (Peter Rice)

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7. Brief Staff Update
  - a. Marketing and Communications (Susan Thomas)
  - b. Sales (Susan Thomas for John Ehlenfeldt)
  - c. Film, Sports and Travel Trade Update (Susan Thomas)
  - d. Visitor Services and Information Technology (Nicole Llido)
8. VHB's FY 15-16 Destination Marketing Plan
9. Advocacy Committee Update (Steve Dodge)
10. City of Huntington Beach Update (Kellee Fritzal)
11. Huntington Beach Chamber of Commerce Update (Jerry Wheeler)
12. Pacific City Update (Stenn Parton and Team)
13. New Business
14. Open Discussion/Announcements
15. Adjournment
16. Hard Hat Tour of Pacific City Immediately Following Board Meeting

The Joint VHB/HB Chamber Luncheon will take place on Friday, December 4<sup>th</sup> at the Waterfront Beach Resort from 11:00 a.m. to 1:30 p.m.

The next VHB Board of Directors Meeting will take place on Tuesday, January 26<sup>th</sup> at the Kimpton Shorebreak Hotel from 3:30 p.m. to 5:00 p.m.

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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.*