

**Visit Huntington Beach
Board of Directors Meeting**

Tuesday, March 29, 2016

Sandpiper Room, Hyatt Regency Huntington Beach Resort & Spa
21500 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.

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), Mantini (Retired-The Boeing Company), McCarley (John Wayne Airport), 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 (Nicole Thompson and Kelly Miller)
 - a. Approval of March 1, 2016 Board Meeting Minutes
 - b. Approval of March 24, 2016 Executive Committee Meeting Minutes
 - c. Latest TOT / TDIB Reports
 - d. Financial reports (if available)
 - e. Bylaw change, to move VHB Annual Meeting date from September to any month during the FY.
6. Chairman's Report (Peter Rice)

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7. Brief Staff Update
 - a. Marketing and Communications (Susan Thomas)
 - b. Film, Sports and Travel Trade Update (Susan Thomas)
 - c. Sales and Surf City USA Shuttle (John Ehlenfeldt)
 - d. Visitor Services, Ambassador and Information Technology (Nicole Llido)
8. Wayfinding Update (MERJE and Kelly Miller)
9. Huntington Beach Destination Brand Research (The Atkins Group and Susan Thomas)
10. Advocacy Committee Update (Steve Dodge)
11. City of Huntington Beach Update (Kellee Fritzal)
12. Huntington Beach Chamber of Commerce Update (Jerry Wheeler)
13. New Business
14. Open Discussion/Announcements
15. Adjournment

Key Dates to Remember

- The next VHB Board of Directors Meeting will take place on Tuesday, April 26 at The Waterfront Beach Resort, a Hilton Hotel, 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 at Pasea Hotel & Spa, 3:00 P.M. – 5:0 P.M, followed by a reception. We will start the

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official board meeting a little earlier (2:00 PM) to allow enough time for presentations.

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.*