

Visit Huntington Beach
Board of Directors Meeting
Tuesday, September 29, 2015
The Waterfront Beach Resort, a Hilton Hotel
Dolphin Room
21100 Pacific Coast Highway
Huntington Beach, California 92648
10:00 a.m. to 11:30 a.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 Vice Chairman Brett Barnes at 10:04 a.m.

2. Roll Call

Ali (Zack's Pier Plaza), Barnes (Duke's Huntington Beach), Bernardo (ASP North America), 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), 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); McNally (Kimpton Shorebreak Hotel), Blakeslee (Pasea Hotel and Spa)

Absent: DeGuzman (Hotel Huntington Beach), Parton (DJM Corporation), Patel (Best Western Harbour Inn and Suites)

Guest: Kellee Fritzal

3. Announcement of Late Communications: None

4. Public Comments — Chairperson (limited to 3 minutes/person): None
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.

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5. Consent Agenda (Kelly Miller): **Motion made by Gordon and seconded by Van Doren.**
 - a. Approval of September 24, 2015 Executive Committee Meeting Minutes
 - b. Approval of June 30, 2015 Board Meeting Minutes
 - c. July Financial Statements and August Financial Statements (if available)
 - d. Latest TOT / TDIB Reports / June PKF Report
6. Chairman's Report (Paulette Fischer): None
7. Brief Staff Update:
 - a. Marketing and Communications: Staff is focused on developing the FY 15-16 budget and marketing plan. Rich Alot, our new Director of Digital Marketing is now onboard. He is assessing our digital marketing assets and making internal recommendations. Jennifer Tong represented VHB at OCVA press trip in Houston and Dallas last week. Susan Thomas attending San Francisco press trip with Visit California September 29 to October 1 with over 30 media contacts. Hosting California "Dream Eater" in October.
 - b. Sales: 100% booked business for 4th quarter – 3,436 room nights definite; 100% lead generation for 4th quarter – 53%. Creating a strong partnership with Visit Anaheim with monthly meetings with Jessica Rienecker.
 - c. Film, Sports and Travel Trade Update: Two great FAMs from the UK. One was the Virgin Holidays FAM and the second FAM was a journalist and photographer from the newspaper El Economista.
 - d. Visitor Services and Information Technology: The Usability Study results will be in this week. The report is based on interviews with ten leisure travelers and four meeting planners. The Partner's Information Meeting was on Thursday, September 24th. We had Equinox, Ways and Means Oyster House, CloudMover Day Spa, Rainwater Gallery, SeaLegs and Whole Foods. We have signed a new lease to add three more computers to our office to accommodate for our new hires.
8. FY 15-16 Budget Presentation and Approval: Kelly went over the VHB budget with the Board members. **Motion made by Thompson and seconded by McNally.**
9. FY 15-16 Slate of Officers and Approval: Peter Rice, Chairman, Brent McNally, Vice Chairman, Paulette Fischer, Immediate Past Chairperson, Nicole Thompson, Chief Financial Officer, Sue Gordon, Secretary and Pete Truxaw, new Board Member, Mama's Restaurant on 39. Reaffirm Susan Gordon to a second Board term. **Motion made by Thompson and seconded by Dodge.**

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10. VHB November Board Meeting: The Board members agreed to cancel the November 24th Board meeting. The joint VHB / HB gathering luncheon is on Friday, December 4th at the Waterfront Beach Resort at 11:00 a.m.
11. Advocacy Committee Update (Steve Dodge) – Resume Monthly Meetings on Tuesday, Oct 20th:
12. City of Huntington Beach Update (Kellee Fritzal): A wayfinding firm has been selected. Homelessness within Huntington Beach is an issue. We will have a police liaison handling this issue. There will be a fundraiser soon to raise money to assist with getting tickets to help some of the homeless get home. There are still issues regarding the fuel docks. They received a fourteen-day extension. Hopefully, this issue will be resolved soon.
13. Huntington Beach Chamber of Commerce Update (Jerry Wheeler): Green Expo was this past weekend with a new format. The response from the business community was excellent. Thank you to the Shorebreak.
14. New Business: Saying goodbye to Michael Ali who will be leaving the VHB Board. Paulette Fischer will be leaving her position as Chair of the VHB Board. A framed picture was given to Michael Ali and Paulette Fischer for our appreciation.
15. Open Discussion/Announcements: On Friday, October 2nd from 4:00 to 6:00 is Dukes' anniversary party. Beginning October 15th Duke's will begin the remodeling of their Huntington Beach location. On November 12th is the Grand Opening for Dukes in La Jolla.
16. Adjournment: The VHB Board Meeting adjourned at 11:45 a.m.

The next Board of Directors Meeting will take place at the Waterfront Hilton Resort, a Hilton Resort on Tuesday, October 27, 2015. The meeting will begin at 3:30 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.*