

**Visit Huntington Beach
Board of Directors Meeting**

Tuesday, May 31, 2016

Sandpiper Room 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).
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.
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
 - o Latest TOT / TBID Reports: TOT/TBID hotel collections for March 2016 were up 3.5%
 - o Hotels over 151 rooms were up 2.6% for March, while hotels under 150 were up 8.8% for March.
 - o For the first six months of the FY (Oct-Mar), TOT/TBID collections are up 4.3% with hotels over 151 rooms up 2.9% and hotels under 150 rooms up 13.3%.
 - d. CBRE/PKF Reports
 - o Average Daily Rate (ADR) for March 2016 was \$245.44
 - o Occupancy for March 2016 86.18%
 - o RevPAR for March 2016 was \$211.52

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e. Financials

- Financial reports: Staff reviewed the February and March financial statements with VHB's CPA firm. This is the time of year when expenses tend to run higher than monthly TOT/TBID. Overall cash reserves are good.
 - o January's Statement of Financial Position (balance sheet) was reviewed, showing a healthy position.
 - o January's Statement of Activities – Budget Comparison was reviewed. Total revenues for the month were \$241,525, while expenses were \$315,504, for a difference of \$73,979.
 - o YTD total actual revenue is \$978,807, which is TOT/TBID monthly revenue for Oct-Jan. Budget is \$1,737,663, which includes the \$721,000 being used from FY 14-15 for the FY 15-16 program of work.
 - o YTD total expenses were \$1,253,220. The budgeted YTD expenses was estimated at \$1,728,244. Most of this is due to timing.
 - o Comparing YTD net revenue with YTD net expenses and it is -\$274,413, but does not include the \$721,000 carry over from FY 14-15. This revenue is found in the budgeted revenue figure for the year, not actual expenses. When factoring the carry over into the total financial picture, the financial position is strong as we experience the low visitation winter season and low TOT/TBID revenue.

f.

g. Chairman's Report (Peter Rice)

h. Brief Staff Update

- o Marketing and Communications (Susan Thomas)
- o Film & Travel Trade Update (Susan Thomas)
- o Sales and Surf City USA Shuttle (John Ehlenfeldt)
- o Visitor Services, Ambassador and Information Technology (Nicole Llido)

i. Web ROI Research (Thomas and Llido)

j. Wayfinding Update (City & Staff)

k. Advocacy Committee Update (Steve Dodge & Staff)

l. Downtown security proposal & possible voting action on summer pilot program funding (Staff)

m. City of Huntington Beach Update (Kellee Fritzel)

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- n. Huntington Beach Chamber of Commerce Update on CEO Search
- o. Annual Meeting, Tuesday, June 28, 2016 at Paséa Hotel & Spa (NOTE THE TIMES OF THE REGULAR AND ANNUAL MEETING BELOW).
- p. New Business
- q. Open Discussion/Announcements
- r. Adjournment

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.**

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,*

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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.*