

**Visit Huntington Beach
Marketing and Sales Committee Meeting**

Friday, August 12, 2016
Sandpiper Room Room, Hyatt Regency Huntington Beach Resort and Spa
21100 Pacific Coast Highway
Huntington Beach, California 92648
9:00 a.m. to 10:30 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 Susan Thomas, Chief Marketing Officer, at (714) 969-3492 or susan@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*) Kay Cochran.
2. Roll Call:
Cochran (Hyatt), O’Hanlon (Waterfront Hilton), Smallwood (Kimpton Shorebreak), King (Pasea), Bernardo (World Surf League), Van Doren (Vans), Townend (Active Empire), Barnes (Duke’s), McCarley (John Wayne Airport), Vaughan (Best Chauffeured), Corrigan (DMJ Capital Partners), Dehm (HBISM), Toledo (City of HB), Whitney (Sealegs Wine Bar), Garfolo (Local News Community Newspapers), Torrence (Jan & Dean Music)
3. Announcement of Late Communications Kay Cochran
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 Committee.
5. Committee Chairman’s Report Kay Cochran
 - a. Approval of Minutes from Last Meeting
 - b. Committee member introductions & roundtable
 - c. STR Report discussion
6. Tourism Economic Impact Study 2016 Susan Thomas
 - a. Review of report highlights by VHB CMO
7. VHB Strategic Marketing and Sales Priorities for FY 2016-17
 - a. Staff Top Level Recommendations
 - i. Sales by VHB EVP of Sales and Admin John Ehlenfeldt
 - ii. Marketing & Communications by VHB CMO Susan Thomas
 - iii. Digital Marketing Website and App by VHB Director of Digital Marketing Rich Alot.

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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.*