

Huntington Beach Marketing and Visitors Bureau

Board of Directors Meeting

Tuesday, February 15, 2011, 3:30pm

Wetlands & Wildlife Care Center

21900 Pacific Coast Highway

Huntington Beach, CA 92646

Public Notice Information: In accordance with the Ralph M. Brown Act, HBMVB 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. Questions on agenda items may be directed to Bob Wentworth, HBMVB COO, at (714) 969-3492.

HBCVB 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 Kevin Patel
2. Roll Call:
Ali, Barnes, Beukema, Bunten, Dettloff, Dodge, Gagnet, Patel, Perry, Phelps, Riddell, Shafer, Torrence, Vaughan, Shields
3. Announcement of Late Communications
4. Public Comments — Chairperson (limited to 3 minutes/person):
The HBMVB 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/or constructive manner. Please focus your comments on the issue or concern that you would like to bring to the attention of the Board.
5. Approval of January 18, 2011 Board Meeting Minutes (*blue pages*)
6. TOT report by City (*pink pages*)
7. Financial Report by CFO J D Shafer (*green pages*)
8. Chairman's Report by Chair Kevin Patel
 1. Bus Shuttles for Summer
 2. Lodging Committee

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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.*

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9. Marketing Report by VP of Sales & Marketing, Bob Wentworth
 - a. Group Sales Update:
 - i. DOS Position
 - ii. Tradeshows
 - iii. Advertising
 - iv. Group Collateral
 - b. Marketing Update
 - i. Website and Online Update
 1. Website Upgrades
 2. Online Advertising / SEO / PPC
 3. Social Media
 - ii. Publications – Visitors Guide
 - iii. Public Relations
 1. CTTC San Francisco Media Event
 2. German Tour Operator Fam
 3. Latin America Fam
10. Sustainable Tourism Committee Report by Chair Shirley Dettloff
11. Advocacy Committee Report by Chair Joyce Riddell
12. President's Report by CEO Steve Bone
 - a. US Open of Surfing Economic Impact Report
 - b. Film Commission Marketing Plan
 - c. OCTC (Orange County Tourism Commission) Update
 - i. Funding
 - ii. Cultural & Heritage Tourism
 - iii. Cal State University Fullerton's new center for E & T
 - d. Visitor Profile Study
 - e. Strategic Destination Plan
13. New Business
14. Open Discussion/Announcements
15. Adjournment

Next Board Meeting: Tuesday, March 22nd, 2011 at 3:30 p.m. at The Waterfront Resort, a Hilton Hotel (Please note this is the **Fourth Tuesday** of the month.)