

**Huntington Beach Marketing and Visitors Bureau
Executive Committee Meeting**

Wednesday, November 9, 2011 at 3:30 p.m.
Hyatt Regency Huntington Beach Resort & Spa

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 Steve Bone, HBMVB President/CEO, 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

- I. Call to Order and Antitrust Reminder (*see reverse*) by Chair Marco Perry
- II. Roll Call:
 - a. Barnes, Bone, Patel, Perry, Phelps, Shafer
- III. Announcement of Late Communications
- IV. 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 constructive manner. Please focus your comments on the issue or concern that you would like to bring to the attention of the Executive Committee.
- V. Financial Report by J.D. Shafer
 - a. Preliminary Monthly Financials for October 2011
- VI. Sales and Marketing Update by Bob Wentworth
 - a. Marketing Update
 - Marketing Agency RFP
 - Photo Shoot
 - Dining Guide
 - b. Group Sales
 - Leads
 - DOS MTGS
 - Upcoming shows
 - c. International Market
 - Australia Trip
 - Coastal Watch
 - Qantas Holidays

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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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- VII. Administration Report by President/CEO Steve Bone
 - a. Film Commission
 - b. HBISM/Surfing Heritage proposal to merge
 - c. Board Committees
 - i. Lodging Committee
 - ii. Advocacy Committee
 - d. OCTC
 - i. County MOU funding
 - ii. Annual program of work
 - iii. New fee structure – see “Funding Strategy”
 - e. Bylaws adoption
 - f. Downtown Walking Tour/Historic Resources Board
 - g. Visit California – Strategic Business Plan 2011-2016
 - h. “Surf City USA” Licensing agreement w/ St. George & Carnegie
- VIII. New Business
- IX. Next Executive Committee Meeting: December 14, 2011 - 3:30PM at Hyatt Regency Huntington Beach Resort & Spa
- X. Adjourn