

Huntington Beach Marketing and Visitors Bureau Board of Directors Meeting

Tuesday, September 20, 2011, 3:30 p.m.
Hilton Waterfront Resort- Pacific B
21100 Pacific Coast Highway
Huntington Beach, CA 92648

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. Auditors Report by Macias Gini & O'Connell
6. Approval of June 30, 2011, Board Meeting Minutes (*blue pages*)
7. TOT report by City (*pink pages*)
8. Financial Report by CFO JD Shafer (*green pages*)
9. Approval of 2011-2012 Budget
10. Chairman's Report by Chair Kevin Patel
 - a. Shirley Dettloff's term on the Board of Directors
 - b. Election of environmental community representative
 - c. Bylaw revision to add President of HB Chamber of Commerce to Board
 - d. Election of Jerry Wheeler as a new Board member as President of the HB Chamber of Commerce
 - e. Election of officers for 2011/12

Huntington Beach Marketing and Visitors Bureau
Board of Directors Meeting

Tuesday, September 20, 2011

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.*

Huntington Beach Marketing and Visitors Bureau Board of Directors Meeting

Tuesday, September 20, 2011

11. Marketing Report by VP of Sales & Marketing, Bob Wentworth
 - a. Group Sales Update:
 - i. Lead Production
 - ii. Trade Shows
 - b. Marketing Update
 - i. International Market
 - Pow Wow – L.A.
 - Fams
 - UK Sales Mission
 - ii. Social Media/Website
 - Website Update
 - Facebook Promotions
 - iii. Public Relations
 - Video Program
 - iv. V Tour Photo Shoot
12. Sustainable Tourism Committee Report by Chair Shirley Dettloff
13. Advocacy Committee Report by CEO Steve Bone
14. Film Commission Report by Briton Saxton
15. President's Report by Steve Bone
 - a. Accreditation – Approval of submission to DMAI
 - b. Orange County Tourism Council Update – OC Parks and OC Clerk/Recorder Funding
 - c. PKF Trends Report
 - d. Cal State Fullerton's Center for Entertainment + Tourism
 - e. Downtown Walking Tour
16. New Business
17. Open Discussion/Announcements
18. Adjournment

Next Board Meeting: October 18th at 3:30 p.m., location TBA