

**Minutes**  
**Board of Directors Meeting**  
**Huntington Beach Marketing and Visitors Bureau**  
**Tuesday, April 19, 2011**

11:30 a.m.  
Hyatt Regency Resort & Spa  
21500 Pacific Coast Hwy.  
Huntington Beach, CA 92648

BOARD MEMBERS PRESENT: Suzanne Beukema, Margie Bunten, Shirley Dettloff, Steve Dodge, Kevel Patel, Marco Perry, Cheryl Phelps, Tom Shields, Robert Vaughan

BOARD MEMBERS ABSENT: Michael Ali, Brett Barnes, J.D. Shafer, Michael Gagnet, Joyce Riddell, Dean Torrence

GUESTS PRESENT: Kellee Fritzal, Joe Carchio, Laurie Frymire, Joe Shaw, Jennifer Pepper, Jonathan Eudy

STAFF PRESENT: Steve Bone, Bob Wentworth, Chris Anderson, Nicole Llido, Briton Saxton

1. **Meeting called to order** with Antitrust Reminder (*see reverse of agenda*) at 11:46 a.m. by Chair Kevin Patel
2. **Roll Call**
3. **Public Comments** – None
4. **Approval of March 22, 2011 Board Meeting Minutes** – Motion/second by Bunten / Dettloff. Ayes unanimous. Minutes approved.
5. **TOT report by Kellee Fritzal** – Gross is up, smaller and larger hotels both doing well.
6. **Financial Report by Steve Bone** – High expenses are starting to even out as predicted.
7. **Chairman’s Report by Chair Kevin Patel** – New Chamber Representative
8. **Marketing Report by VP of Sales & Marketing, Bob Wentworth** –
  - a. Group Sales Update:
    - i. Lead Production
    - ii. Group Collateral
  - b. Marketing Update
    - i. International Market
      - Pow Wow
      - Upcoming Fams
      - Western Canada Sales Mission
      - CA Cup
    - ii. Publications – New Visitors Guide
    - iii. Public Relations
      1. CTTC NY Press Event
9. **Sustainable Tourism Report by Chair Shirley Dettloff** – Working with the Chamber of Commerce
10. **Advocacy Committee Report by Steve Bone** – OCTC Tourism Week

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11. **Presidents Report by Steve Bone –**
  - a. DMAI CEO Conference
  - b. Film Commission Update by Briton Saxton – Membership with AFCI has been approved, will be attending Locations Trade Show in June.
  - c. OCTC (Orange County Tourism Commission) Update
    - i. May 11 Conference
  - d. Strategic Destination Plan
  - e. Discussion of next Board of Directors meeting in June
  - f. Lifeguard Tower
  
12. **Motion to adjourn meeting.** Motion/Second by Beukema /Perry. Ayes unanimous.  
Meeting adjourned at 12:27 p.m.