

Visit Huntington Beach
Board of Directors Meeting Minutes
Tuesday, March 28, 2017
Emerald Cove Room, Paséa Hotel and Spa
21080 Pacific Coast Highway
Huntington Beach, CA 92648
3:30 p.m. to 5:00 p.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 Kelly Miller, VHB President & CEO, at (714) 969-3492 or kelly@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.

MINUTES

1. Call to Order and Antitrust Reminder (*see reverse*) by Chair Peter Rice **3:36 pm**
2. Roll Call:
Present: Rice (Hyatt Regency Resort & Spa), Bernardo (ASP North America), Blakeslee (Paséa Hotel and Spa), Dodge (Huntington Capital Corporation), Fischer (Waterfront Beach Resort, A Hilton Hotel), McCarley (John Wayne Airport), McCormack (Timeless Treasures Boutique LLC), O’Callaghan (Huntington Beach Chamber of Commerce), Patel (Quality Inn & Suites Huntington Beach), Snow (Rainbow Environmental Services), Solanki (Ocean Surf Inn), Szilagyi (Best Worldwide Chauffeured Transportation), Thompson (First Bank), Van Doren (Vans)
Absent: DeSoto (Experian), Mantini (Retired-The Boeing Company), Simpson (Kimpton Shorebreak Hotel), Townend (The ActivEmpire), Truxaw (Mama’s Restaurant on 39), Whitney (Prikt Hospitality & Concessions Group)
Additional Attendees: Barbara Delgleize (City of Huntington Beach), John Ehlenfeldt (VHB), Nicole Llido (VHB), Kelly Miller (VHB), Jake Schultz (VHB), Steffany Sensenbach (VHB), Rachel Volbert (VHB), Brett Barnes (HBISM Board Member), Diana Dehm (HBISM Board Member), Don MacAllister (HBISM Board Member)
3. Announcement of Late Communications: Rice **None**
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 Board. **None**

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5. Presentation: City of Huntington Beach Economic Development Strategic Plan Update (Fritzal) Ms. Fritzal will present this information at a future VHB Board meeting.
6. Consent Agenda (Nicole Thompson)
 - a. Approval of previous Meeting Minutes
 - b. Latest TOT/TBID & CBRE Group (PKF) Reports
 - c. Most current monthly financials statements
 - Nicole Thompson went over the TOT/ TBID reports for January 2017. TOT and TBID receipts were up by 12.1% for the month and up 16.8% for the year.
 - The December 2016 CBRE/ PKF report shows the DECEMBER Average Daily Rate for Huntington Beach at \$214.29, up 1.5% from last year; Occupancy is at 57.78%, down 3.3% from last year; REVPAR is \$123.81, down 1.9% from last year. The JANUARY-DECEMBER Average Daily Rate for Huntington Beach was \$256.60, up 1.6% from last year; Occupancy is at 76.66%, down 2.2% from last year, and REVPAR is \$96.71, down 0.6% from last year.
 - Financials for November 2016 and December 2016 were presented.
 - Motion made to approve the Consent Agenda by O'Callaghan. Seconded by Van Doren. All approve. None oppose.
7. Chairman's Report (Peter Rice) **None**
8. VHB Board of Directors Bylaw Changes: Voting Action Item: Change name of hotel serving on board to Kimpton Shorebreak Hotel; specify a 2nd board seat to include another hotel representative in the category of "150 hotel rooms or less;" provide more specifics on the annual meeting date and when directors, officers and committee chairs are elected; and change title of "Chief Financial Officer" to "Treasurer."
 - Motion to approve the above-listed changes to the VHB Board of Directors Bylaws made by Dodge. Seconded by Van Doren. All approve. None oppose.
9. VHB Board of Directors New Board Members: Voting Action Item to recommend to the full VHB board the following names to serve on the VHB Board:
 - Dawn McCormick, Timeless Treasures Boutique LLC, to replace Mike Van Voorhis from Sunset Beach
 - Kiran Patel, Quality Inn & Suites Huntington Beach, 150 rooms or less hotel owner
 - Grace Adams, Bolsa Chica Conservancy, to replace Gordon Smith (Ecotourism)
 - Effective March 29, 2017

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- Motion to recommend the above listed names to serve on the Full VHB Board made by O’Callaghan. Seconded by Snow. All approve. None oppose.

- 10. HBISM Update and Voting Action Item on additional funding for FY 2016-17 per recommendation from Executive Committee (HBISM/Staff)
 - HBSIM representatives presented a strategic vision including:
 - Their proposed June 20th International Surfing Day special event;
 - Their capital improvement needs;
 - Their immediate operating financial needs.
 - Motion made by Dodge, seconded by Bernardo to increase VHB’s level of support to the HBISM in this fiscal year to include the following items:
 - \$10,000 in sponsorship dollars for the June 20, 2017 International Surfing Day special event. A defined benefits package will be offered to VHB by the HBISM, which will help market Surf City USA.
 - Continue to provide part-time staff at the front desk welcome center area, three times per week through September 30, 2017 (approximately \$5,000)
 - Pay off the outstanding telephone bill and miscellaneous other accounts payable not to exceed \$11,500. This will allow the HBISM to reestablish a land line which is crucial for effectively servicing calls to the Museum, as well as move forward in a positive way as a result of nearly \$40,000 in debt being pay off.
 - Fund up to \$40,000 from the Destination Product Development Fund for a defined and staff-approved capital improvement plan. These funds are to be used exclusively to improve the overall visitor facility experience, and fund related preventative maintenance that could save major dollars if the improvements are not made in a timely manner. Bills to be paid upon VHB approval and/or completion of capital improvements.
 - Note: VHB’s already approved level of support in FY 16-17 budget includes:
 - \$10,000 in general financial support
 - \$10,000 in Destination Product Development Funding to enhance the parking lot special event area (and articulate the Epic Big Board story)
 - Approximately \$5,000 in part time staff assistance to staff the front desk welcome center area.
 - All approve. None oppose. Thompson abstained.

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11. Downtown Ambassador Update and Discussion/Voting Action Item on VHB Board providing additional funding for FY 15-16 Evening Ambassador Program (Staff)
 - Nicole Llido presented
 - HB Police Department requested that we help to continue the Nighttime Ambassador Program between now and the beginning of June.
 - Two Ambassadors on Friday and Saturday evenings from now until the end of May, which is 9 weeks
 - Security company felt like 3 Ambassadors would be safer not only for the Downtown area, but also for the Ambassadors themselves
 - Total comes to \$9,500 for 3 people for 9 weeks until the end of May
 - HBPD agreed to pay 1/3, the BID Board will be having a meeting to vote if they will pay 1/3, and we're asking the VHB Board to pay 1/3
 - Motion to approve up to \$3,500 to be a partner with Downtown BID and the HB Police Department made by Bernardo. Seconded by Fischer. All approve. None oppose. Thompson abstained.

12. Brief Staff Monthly Updates
 - a. Marketing and Communications/ Film & Travel Trade: Jake Schultz and Rachel Volbert gave a brief update on Marketing, PR, Film, and Travel Trade Departments.
 - b. Sales Update: John Ehlenfeldt gave a brief update of the Sales Department
 - c. Visitor Services, Ambassador, Information Technology, and Shuttle Program: Nicole Llido gave a brief update on Visitor Services, the Ambassador Program, and the Shuttle Program.

13. HB Coastal Cleanup Pilot Program (Nicole Llido)
 - a. Official name is the HB Coastal Clean-up Pilot Program
 - b. Starts June 5th and ends August 24th (13 weeks)
 - c. 9:00am – 11:00am
 - d. Clean-up will be along PCH
 - e. Rainbow will supply the trash bags
 - f. We will weigh all the trash
 - g. Working in cooperation with City of HB, Orange County Coast Keepers and CalTrans
 - h. Will have dedicated microsite and internal team working on the program

14. Strategic Planning Retreat Update
 - Kelly Miller gave a brief update on the Strategic Planning Retreat which will be held on April 25th at the Shorebreak Hotel.

15. Community Wayfinding Update
 - a. Kelly Miller gave an update on the Wayfinding Program
 - b. City completed a desk review, on March 24th, 2017)
 - c. MERJE is confirmed to be here April 17 – 21, 2017

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- d. They will be doing the following things:
 - i. Looking at all proposed sites to make confirm that is where all signage should go and programming (verbiage on each sign).
 - ii. Make any small changes and then submit the documents for approval
 - iii. Once the documents are approved, we'll be able to bid the project
 - iv. 4 months for fabrication
 - v. 4-6 weeks of installation
 - vi. Hoping to be completed by the end of the fiscal year. If not, by the end of the calendar year

16. Advocacy Committee Update: Nothing to report. There was no Advocacy Committee Meeting last week.

17. City of Huntington Beach Update: Nothing to report. Kellee Fritzal was not at this meeting.

18. Huntington Beach Chamber of Commerce: Jim O'Callaghan gave a brief update on the Chamber including:
 - a. The relaunch of their website in a couple of weeks.
 - b. The launch of their foundation
 - c. On-line training school
 - d. Their newspaper is continuing to grow
 - e. State of Huntington Beach

19. Open Discussion/Announcements **None**

20. Adjournment **4:56 pm**

Key Dates to Remember:

- Next FULL BOARD MEETING/ VHB STRATEGIC PLANNING RETREAT: **Tuesday, April 25th, 11:00 am – 5:00 pm at the *Kimpton Shorebreak Hotel*.** There will be a reception following the retreat.
- OCVA 9th ANNUAL OC TOURISM CONFERENCE: **May 10th, 8:00 am – 1:00 pm at the *Great Wolf Lodge, 12681 Harbor Blvd., Garden Grove, CA, Redwood Ballroom.***

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ANTI-TRUST COMPLIANCE POLICY

It is the policy of Visit Huntington Beach (VHB) 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 VHB and by representatives of any stakeholders of VHB.

At any meeting of the directors of VHB or any committees of VHB, or at any meeting where any employee of VHB is present or where VHB 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.*