

**Visit Huntington Beach
Board of Directors Meeting Minutes**

Tuesday, September 27, 2016

Epic 3 Room, Kimpton Shorebreak Hotel
500 Pacific Coast Highway
Huntington Beach, CA 92648
3:00 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.

2. Roll Call:

Present: Barnes (Duke's Huntington Beach), Bernardo (ASP North America), Dodge (Huntington Capital Corporation), Fischer (Waterfront Beach Resort, A Hilton Hotel), Mantini (Retired-The Boeing Company), McCarley (John Wayne Airport), Smith (Huntington Beach Wetlands Conservancy), Thompson (First Bank), Van Doren (Vans), Van Voorhis (Sunset Beach Community Association), Smallwood (Kimpton Shorebreak Hotel), Blakeslee (Paséa Hotel and Spa); O'Callaghan (Huntington Beach Chamber of Commerce)

Absent: DeGuzman (Hotel Huntington Beach), DeSoto (Experian), Rice (Hyatt Regency Resort & Spa), Townend (The ActivEmpire), Vaughan (Best Chauffeured Transportation), Parton (DJM Corporation), Solanki (Ocean Surf Inn), Truxaw (Mama's Restaurant on 39)

Additional Attendees: Melissa Knutdson (VHB's CPA), James Ramsey (Vavrinek, Trine, Day, & Co./ Auditor), Kellee Fritzal (City Of Huntington Beach), Barbara Delgleize (City of Huntington Beach), Jill Hardy (City of Huntington Beach)

3. Announcement of Late Communications: Barnes
Barnes filling in for Rice since Rice and Fischer not present.

No Announcements

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

Barnes reminded the Board of the Anti-Trust Law

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5. Consent Agenda (Nicole Thompson and Kelly Miller)
 - a. Approval of previous Meeting Minutes
Motion made to approve all previous minutes for VHB Executive Committee Meetings and Full Board Meetings by Thompson. Seconded by Van Doren. All approve. None oppose.
 - b. Latest TOT/TDIB & CBRE Group (PKF) Reports (July 2016)
 - c. June 2016 Financials (June 2016)
Thompson went over the TOT/ TBID reports for April, May, June and July 2016. TOT and TBID receipts were up by 16.6% for the month of July and up 6.6% for the year. Financials were presented for April, May, and June 2016. Motion made to approve the most current TOT/ TBID reports by Mantini. Seconded by Bernardo. All approve. None oppose.
6. Chairman's Report (Brett Barnes)
Nothing to report
7. FY 14-15 Audit Presentation (James Ramsey)
 - a. Went over Significant Audit Findings Letter and talked the Board through the FY 2014-15 audit.
 - i. No new accounting practices
 - ii. No difficulties in performing the audit
 - iii. No disagreements with management/ consultations with other auditors
 - iv. No audit adjustments required
 - v. Internal processes all good
 - vi. Very clean audit
 - b. Melissa Knutdson went through the financial statements for FY 14-15

Motion made to accept and place the Audit on file by Smallwood. Seconded by Van Doren. All approve. None oppose.
8. VHB Bylaws Revision Approval (Nicole Llido)
- Nicole Llido went over draft of proposed terminology changes.

Motion made to accept updates to Bylaws by Dodge. Seconded by Van Voohris. All approve. None oppose.

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9. VHB FY 16-17 Board Leadership and Directors Approval (Dodge)
- a. Leadership Development Ad Hoc Task Force met to discuss possible new candidates for the VHB Board since 3 are leaving and need to be replaced.
 - i. Board members leaving are Barnes, Vaughn and Parton
 - b. Recommending the following candidates:
 - i. Alicia Whitney – Sea Legs
 - ii. Todd Szilagyi – Best WorldWide Chauffeured Transportation
 - iii. Jeff Snow – Rainbow Environmental Services

Motion to accept these 3 candidates as new Board members by Mantini. Seconded by Smith. All approve. None opposed.

- c. Kelly Miller announced the VHB Officers for the next FY as:
 - o Peter Rice: Chair
 - o Scott Blakeslee: Incoming Chair
 - o Paulette Fischer: Immediate Past Chair
 - o Nicole Thompson: CFO/ Treasurer
 - o Janis Mantini: Secretary
10. 2015 Economic Impact Study Key Highlights (Susan Thomas)
- Susan discussed the economic impact study of the local Huntington Beach tourism industry.
 - Study done by Tourism Economics, a subsidiary of Oxford Economics.
 - Deeper study available for Board Members interested in reading more about this topic.
11. FY 16-17 Program of Work & Budget Presentation and Approval
- a. Budget and the Program of Work has been vetted by the VHB Executive Committee, the Sales & Marketing Committee Task Force, and the City of HB staff
 - b. Kelly went through the strategic goals of VHB. These have not changed since last year
 - i. Drive growth and demand for Surf City USA
 - ii. Reach visitors that align with our brand and product
 - iii. Bring the Surf City brand to life for our visitors
 - c. VHB staff discussed in detail all elements of the Budget and Program of Work
 - d. Showed breakdown of the 2 major areas:
 - o Destination Product Development (DPD)
 - o Visitor Services Enhancement (VSE)

Motion to accept the FY16/17 Program of Work and Budget by Mantini. Seconded by O'Callaghan. All approve. None oppose.

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12. Brief Staff Monthly Update
 - a. Marketing and Communications by Susan Thomas, Jennifer Tong & Rich Alot
 - b. Film & Travel Trade Update by Susan Thomas
 - c. Sales
 - d. Visitor Services, Ambassador, Shuttle and Information Technology by Nicole Llido

13. Advocacy Committee Update (Steve Dodge & Staff)

An update was provided on what the Advocacy Committee has been working on and plans and goals the Advocacy Committee will be focused on during the upcoming fiscal year.. The Committee continues to closely monitor national, state, and local policy decisions that could affect the local visitor industry.

14. City of Huntington Beach Update (Kellee Fritzal)

None

15. Huntington Beach Chamber of Commerce: James O'Callaghan
 - Green Forum and Green Expo separated into 2 different dates
 - Chamber Board Retreat is coming up

16. Open Discussion/Announcements
 - Kristy Van Doren discussed the new dates for the U.S. Open of Surfing to be July 29th – August 6th, 2017

17. Adjournment **4:50pm**

Key Dates to Remember

- The next scheduled VHB Board of Directors meeting will be **Tuesday, October 25th 3:30 pm – 5:00 pm at the Pasea Hotel & Spa, Room TBD**

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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.*