

Visit Huntington Beach
Executive Committee Meeting Minutes
Thursday, October 20, 2016
3:30 p.m. – 5:00 p.m.
Hilton Waterfront Beach Resort, Tides Ballroom
21100 Pacific Coast Highway
Huntington Beach, CA 92648

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

I. Call to Order and Antitrust Reminder (*see reverse*) by Chair Peter Rice: **3:35pm**

II. Roll Call:

Present: Fischer (The Waterfront Beach Resort, a Hilton Hotel), Mantini (Individual-at-large with interest in tourism), Rice (The Hyatt Regency Resort & Spa), Simpson (Kimpton Shorebreak Hotel), Solanki (Ocean Surf Inn & Suites), Thompson (First Bank)

Absent: Blakeslee (Paséa Hotel and Spa)

Announcement of Late Communications: Welcome and introductions for Justin Simpson, General Manager of Shorebreak Hotel

III. Public Comments — Chairperson (limited to 3 minutes/person):

*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 Executive Committee. **None***

IV. Consent Agenda – Nicole Thompson, CFO and Kelly Miller

- a. Latest TOT / TBID Reports
- b. CBRE/PKF Reports
- c. Current Financials

Thompson went over the TOT/ TBID reports for August 2016. TOT and TBID receipts were up by 15.7% for the month and up 7.7% for the year. CBRE/ PKF and Current Financials will be presented at the October 25, 2016 Board Meeting if available.

- PKF did a presentation in Los Angeles. Some members of the hotel teams attended.
 - o They gave a huge shout out to VHB as a high-performing DMO

Motion made to approve the latest TOT/ TBID reports by Mantini. Seconded by Fischer. All approve. None oppose.

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- V. Chairman's Report (Rice): **Nothing to report**
- VI. Brief Department Updates (Miller): Kelly Miller gave a summarized update of all departments.
- a. Marketing and PR
 - b. Sales
 - c. Film & Travel Trade
 - d. Visitor Services and Information Technology
 - e. Operations
- VII. 2016 Satisfaction Survey
- Kelly went over the results of the survey that went out to stakeholders around the HB community.
 - Executive Committee suggests we send out a survey to stakeholders annually and consider adding a written narrative portion to encourage more feedback.
- VIII. Approval of Compensation Committee recommendation: President & CEO, 3-Year Contract (FY 2016-17 through FY 2018-19)
- Members of the Compensation Committee: Rice, Fischer, and Thompson
 - Recommendation
 - o 3-year Employment Agreement through September, 2019.
 - o 3% increase to his base salary
 - o Up to 20% incentive bonus of base salary per year
 - Dependent upon:
 - Achieving established goals
 - Success of Visitor Industry
 - o The Board *may* award additional incentive or modify the base pay anytime during the contract
 - o 6 days of PTO per year
 - o Vacation Days & Benefits remain the same
- Motion to approve the terms of the 3-year Contract made by the Compensation Committee and present to the Board October 25th made by Mantini. Seconded by Fischer. All approve. None oppose. Contract will be drafted and finalized in the near future.
- IX. Approval of future Destination Product Development funding criteria
- Kelly will make adjustments and bring back next Tuesday, October 25th for Board approval.

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- X. Breitling Huntington Beach Air Show
- Discussed layout of shows and times of Air Show
 - Next year: Hotel teams would like the Air Show to be the weekend of the 13th or 21st of October, 2017
- XI. Board Comments
- a. Winter Carnival at OC Fair instead of HB
 - b. Will have a Dashboard for the Executive Committee and Board for review starting in November
 - c. Shorebreak
 - i. Doing a room refresh from January – February 2017
 - ii. Outside paint in November
 - iii. Updating signage
 - iv. Re-conceptualizing restaurant January -March
 - v. Adding meeting space
 - d. Visit Newport Beach Annual Meeting coming up. We have 4 spots at our table available.
- XII. Next Executive Committee Meeting: Thursday, November 17, 2016,
2:00 PM – 3:30 PM, Kimpton Shorebreak Hotel
- XIII. Adjournment **4:53pm**

Key dates to remember

- Next FULL BOARD MEETING: **Tuesday, October 25th 3:30 pm – 5:00 pm** at **Hyatt Regency Beach Resort and Spa, Room TBD**
- Next EXECUTIVE COMMITTEE MEETING: **Thursday, November 17th 2:00 pm – 3:30 pm** at the **Kimpton Shorebreak Hotel, Room TBD**

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ANTITRUST 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.*