

**Visit Huntington Beach  
Board of Directors Meeting**

*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](http://surfcityusa.com). Questions on agenda items may be directed to Kelly Miller, VHB President & CEO, at (714) 969-3492 or [kelly@surfcityusa.com](mailto: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.

**AGENDA**

1. Call to Order and Antitrust Reminder (*see reverse*) by Chair Peter Rice.
2. Roll Call:  
Rice (Hyatt Regency Resort & Spa), Bernardo (ASP North America), Blakeslee (Paséa Hotel and Spa), DeSoto (Experian), Dodge (Huntington Capital Corporation), Fischer (Waterfront Beach Resort, A Hilton Hotel), Mantini (Retired-The Boeing Company), McCarley (John Wayne Airport), O'Callaghan (Huntington Beach Chamber of Commerce), Simpson (Kimpton Shorebreak Hotel), Snow (Rainbow Environmental Services), Solanki (Ocean Surf Inn), Szilagyi (Best Worldwide Chauffeured Transportation), Thompson (First Bank), Townend (The ActivEmpire), Truxaw (Mama's Restaurant on 39), Van Doren (Vans), Whitney (Prjkt Hospitality & Concessions Group).
3. Announcement of Late Communications: Rice
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.*
5. Presentation: City of Huntington Beach Economic Development Strategic Plan Update (Fritzal)
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
7. Chairman's Report (Peter Rice)

**Visit Huntington Beach  
Board of Directors Meeting**

*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.*

8. VHB Board of Directors Bylaw Changes: Voting Action Item: Change name of hotel serving on board to Kimpton Shorebreak Hotel; specify a 2<sup>nd</sup> 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.”
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
10. HBISM Update and Voting Action Item on additional funding for FY 2016-17 per recommendation from Executive Committee (HBISM/Staff)
11. Downtown Ambassador Update and Discussion/Voting Action Item on VHB Board providing additional funding for FY 15-16 Evening Ambassador Program (Staff)
12. Brief Staff Monthly Updates
  - a. Marketing and Communications (Rachel Volbert for Susan Thomas)
  - b. Film & Travel Trade Update (Staff)
  - c. Sales Update (John Ehlenfeldt)
  - d. Visitor Services, Ambassador and Information Technology (Nicole Llido)
13. HB Coastal Cleanup Pilot Program (Nicole Llido)
14. Strategic Planning Retreat Update
15. Community Wayfinding Update (Staff)
16. Advocacy Committee Update (Steve Dodge)
17. City of Huntington Beach Update (Kellee Fritzal)
18. Huntington Beach Chamber of Commerce: (James O’Callaghan)
19. Open Discussion/Announcements
20. Adjournment

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

Key Dates to Remember:

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

*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.*