

Visit Huntington Beach
Executive Committee Meeting Minutes
Thursday, September 22, 2016
3:30 p.m. – 5:00 p.m.
Hilton Waterfront Beach Resort, Dolphin Room
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 **3:30 PM**
- II.** Roll Call:
Present: Barnes (Duke's Huntington Beach), Blakeslee (Pasea Hotel and Spa), Fischer (The Waterfront Beach Resort, a Hilton Hotel), Mantini (Individual-at-large with interest in tourism), Rice (The Hyatt Regency Resort & Spa), Solanki (Ocean Surf Inn & Suites), Thompson (First Bank)

Absent: Simpson (Kimpton Shorebreak Hotel)

Additional Attendees: Melissa Knutson (VHB's CPA), [on phone] James Ramsey (Vavrinek, Trine, Day, & Co./ Auditor)
- III.** Announcement of Late Communications: **None**
- IV.** 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***
- V.** FY 14-15 Audit
- James Ramsey was on the phone
 - o Walked the Executive Committee through the FY 2014-15 audit.
 - Melissa Knutson went through the financial statements for FY 14-15.
 - James stated that no significant transactions stand out and the nothing that they had to do any additional audits on. Internal processes were all good. A very clean audit.
 - Motion made to accept and place on file the audit made by Barnes. Seconded by Thompson. All approve. None oppose.

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- VI. 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 July 2016. TOT and TBID receipts were up by 16.6% for the month and up 6.6% for the year. CBRE and Current Financials will be presented at the September 27, 2016 Board Meeting. Motion made to approve the latest TOT/ TBID reports by Mantini. Seconded by Fischer. All approve. None oppose.
- VII. Chairman's Report (Rice)
Nothing to report
- VIII. Brief Department Updates
- a. Sales: John Ehlenfeldt gave a brief update of Sales Dept.
 - b. Marketing and PR: Kelly Miller gave a brief update of Marketing and PR
 - i. Brett Barnes gave brief update on logistics of the Air Show.
 - c. Film & Travel Trade: Kelly Miller gave a brief update of Film & Travel Trade
 - d. Visitor Services and Information Technology: Nicole Llido gave a brief update of Visitor Services and Information Technology.
- IX. President/CEO Report and Updates
No updates.
- X. FY 16-17 Budget & Program of Work
General overview of the next year's Budget and Program of Work presented. There will be a more detailed presentation of the Budget at the Board Meeting on Sept. 27th.
- Compared overview of FY 15-16 Approved Budget with FY 16-17 Draft Budget
 - Showed breakdown of the 2 major areas:
 - o Destination Project Development (DPD)
 - o Visitor Services Enhancement (VSE)
 - Reviewed VHB's Strategic Priorities for FY 16-17
- Motion made to accept the FY 16-17 Budget & Program of Work by Mantini. Seconded by Blakeslee. All approve. None oppose.
- XI. VHB Bylaws Review and Vote
- Nicole Llido went over changes to the VHB Bylaws.
 - Motion made by Barnes to present Bylaw updates as reflected in this Executive Committee packet to the Board. Seconded by Rice. All approve. None oppose.

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XII. VHB Corporate Credit Card Line Limit Increase

- John Ehlenfeldt proposed increase in credit limit due to the fact that when we have several members of the staff travelling at once, we sometimes exceed our credit limit. Would like to increase our overall corporate limit by \$25,000 and will be dispersed accordingly to those staff members who use their cards the most.
- Motion made by Barnes to increase the credit limit by \$25,000. Seconded by Mantini. All approve. None oppose.

XIII. New Business

- Barnes
 - o Announced that Sandy's has been sold.
 - o October 15th He'e Nalu Aloha Pier Festival & Luau
- Mantini
 - o Chefs for Scholarships Festival at Goldenwest College, Sunday, September 25th

XIV. Next Executive Committee Meeting: Thursday, October 20th, 3:30 PM – 5:00 PM, Hilton Waterfront Beach Resort, *Room TBD*

XV. Adjournment **4:58 pm**

Key dates and important time change to remember

- ***September FULL BOARD MEETING: Tuesday, September 27th, 3:00 pm – 5:00 pm at the Kimpton Shorebreak Hotel, Room TBD***
 - o ***PLEASE NOTE: This meeting will start at 3:00 pm instead of the usual start time of 3:30 pm.***
- ***October EXECUTIVE COMMITTEE MEETING: Thursday, October 20th, 3:30 pm – 5:00 pm at the Hilton Waterfront Beach Resort, Room TBD***
- ***October FULL BOARD MEETING: 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.*