Visit Huntington Beach
Executive Committee Meeting
Thursday, April 23, 2015, at 3:30 p. m.
Kimpton Shorebreak Hotel
Studio Room
500 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.

AGENDA

I. Call to Order and Antitrust Reminder *(see reverse)* by Chair Paulette Fischer

II. Roll Call:
   a. Fischer (The Waterfront Beach Resort, a Hilton Hotel), Barnes (Duke's Huntington Beach), Thompson (First Bank), Patel (Best Western Harbour Inn & Suites), Rice (The Hyatt Regency Resort & Spa); McNally (Kimpton Shorebreak Hotel)

III. Announcement of Late Communications

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.

V. Consent Agenda - CFO Nicole Thompson
   a. March 2015 Financial Statements
   b. March 2015 TOT / BID Reports

VI. Possible Audit Presentation – James Ramsey

VII. Chairman's Report (Fischer)

VIII. Brief Department Updates (Miller)
   a. Marketing and PR
   b. Sales
   c. Film and Sports Commissions
   d. Visitor Services and Information Technology

IX. President's Report by Kelly Miller
   a. Shuttle Program
   b. Wayfinding Program
   c. Big Board Guinness World Record Activities
   d. Vacation Rentals Discussion – Kellee Fritzal, City of Huntington Beach
   e. Other Items

"Heads in Beds"

Visit Huntington Beach
Executive Committee Meeting
Thursday, April 23, 2015, at 3:30 p. m.
Kimpton Shorebreak Hotel
Studio Room
500 Pacific Coast Highway
Huntington Beach, CA 92648

X. New Business and Any Additional Voting Action:
   a. Incentive Program
   b. Short and Long Term Disability

XI. Next Executive Committee Meeting: May 21, 2015 at 3:30 p.m. at the Hyatt Regency Huntington Beach Resort and Spa.

XII. Adjourn

"Heads in Beds"

Visit Huntington Beach
Executive Committee Meeting
Thursday, April 23, 2015, at 3:30 p. m.
Kimpton Shorebreak Hotel
Studio Room
500 Pacific Coast Highway
Huntington Beach, CA 92648

ANTITRUST COMPLIANCE POLICY

It is the policy of the Huntington Beach Marketing & Visitors Bureau 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 the Bureau and by representatives of any stakeholders of the Bureau.

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

"Heads in Beds"