

**Visit Huntington Beach  
Board of Directors Meeting**

Tuesday, May 31, 2016

Sandpiper Room Room, Hyatt Regency Huntington Beach Resort and Spa

21100 Pacific Coast Highway

Huntington Beach, California 92648

3:30 a.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:  
Barnes (Duke's Huntington Beach), Bernardo (ASP North America), DeGuzman (Hotel Huntington Beach), DeSoto (Experian), Rice (Hyatt Regency Resort & Spa), 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), Townend (The ActivEmpire), Van Doren (Vans), Van Voorhis (Sunset Beach Community Association), Vaughan (Best Chauffeured Transportation), Parton (DJM Corporation); McNally (Kimpton Shorebreak Hotel), Blakeslee (Paséa Hotel and Spa); Truxaw ((Mama's Restaurant on 39).
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. Consent Agenda (Nicole Thompson and Kelly Miller)
  - a. Approval of April 26, 2016 Board Meeting Minutes
  - b. Approval of May 26, 2016 Executive Committee Meeting Minutes
  - c. Latest TOT/TDIB & CBRE Group (PKF) Reports
  - d. May 2016 Financials
6. Chairman's Report (Peter Rice)

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7. Brief Staff Update
  - a. Marketing and Communications (Susan Thomas)
  - b. Film & Travel Trade Update (Susan Thomas)
  - c. Sales and Surf City USA Shuttle (John Ehlenfeldt)
  - d. Visitor Services, Ambassador and Information Technology (Nicole Llido)
8. Web ROI Research (Thomas and Llido)
9. Wayfinding Update (City & Staff)
10. Advocacy Committee Update (Steve Dodge & Staff)
11. Downtown security proposal & possible voting action on summer pilot program funding (Staff)
12. City of Huntington Beach Update (Kellee Fritzal)
13. Huntington Beach Chamber of Commerce Update on CEO Search
14. Annual Meeting, Tuesday, June 28, 2016 at Paséa Hotel & Spa (NOTE THE TIMES OF THE REGULAR AND ANNUAL MEETING BELOW).
15. New Business
16. Open Discussion/Announcements
17. Adjournment

Key Dates to Remember

- The next VHB Board of Directors Meeting is planned for Wednesday, June 29, at 3:30pm location TBD
- **Mark your calendars for a special June 28 VHB Annual Meeting & Brand Summit at Pasea Hotel & Spa, 3:00 P.M. – 5:00 P.M., followed by a reception.**

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*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.*