

**Visit Huntington Beach**  
**Board of Directors Meeting**  
Thursday, February 26, 2015, 3:30 p.m.  
The Waterfront Beach Resort, a Hilton Hotel – 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](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.

**MINUTES**

1. Call to Order at 3:35 p.m. and Antitrust Reminder (*see reverse*) by Chair Paulette Fischer.
2. Roll Call:  
  
Present: Ali (Zack's Pier Plaza), Barnes (Duke's Huntington Beach), Bernardo (ASP North America), DeGuzman (Hotel Huntington Beach), DeSoto (Experian), Dodge (Huntington Capital Corporation), Fischer (Waterfront Beach Resort, A Hilton Hotel), Mantini (Retired-The Boeing Company), McCarley (John Wayne Airport), Thompson (First Bank), Townend (The ActivEmpire), Van Doren (Vans), Van Voorhis (Sunset Beach Community Association), Vaughan (Best Chauffeured Transportation)  
  
Absent: Peter Rice (Hyatt Regency Resort & Spa), Gordon (Rainbow Environmental Services), Patel (Best Western Harbour Inn & Suites), Smith (Huntington Beach Wetlands Conservancy), Wheeler (Huntington Beach Chamber of Commerce), Colby (Quiksilver Americas)  
  
Guest Attendees: Kellee Fritzal and Ed Fuller (OCVA).
3. Announcement of Late Communications: None.
4. Public Comments — Chairperson (limited to 3 minutes/person): None.  
*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: Motion/Second by Mantini/DeSoto. Ayes unanimous. Consent Agenda approved.
  - a. Approval of January 27, 2015 Board Meeting Minutes
  - b. Approval of February 19, 2015 Executive Committee Meeting Minutes
  - c. Approval of January 2015 TOT/BID reports
  - d. Approval of January 2015 Financial Statements

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6. Certificates of Deposit Approval: Nicole Thompson. Thompson discussed the BID CD \$50,000 that is due. Thompson has found a bank in Irvine to transfer the CD to on February 20, 2015. The bank is FDIC secured. Motion/Second by Dodge/Ali to transfer the CD on February 20, 2015.
7. Presentation by Ed Fuller: President and CEO, Orange County Visitors Association. Annual Update on OCVA.
8. VHB Committee & Task Force Update: VHB will send out the final assignments for the various committees and task forces. Thank you, board members, for responding.
9. Department Updates:
  - a. Sales: Room diagrams for Pasea are completed. VHB staff will be attending a variety of sales tradeshow this Spring. Very busy travel schedules for both John and Elsie. Siting with a meeting planner the Hyatt and Waterfront for a 2400 room night program scheduled for 2018. This program is a series of eight incentive programs. LPL Financial is looking at the Hyatt for several upcoming meetings scheduled for 2015. Honda looked at the Waterfront and Hyatt for 700 room nights for a program in 2016. Definite books: Nike/Converse – 135 nights and Honda 700 room nights.
  - b. Marketing and Social Media: Began planning for the 2015-2016 HB Visitors Guide. Madison met with Lauren Lloyd who will be writing for the publisher. Completed our new rack brochure. Kicking off the new social media campaign with Destination Think! Our new CMO, Susan Thomas, will be here on Monday, March 16<sup>th</sup>. We currently have 10,000 followers on Instagram and 52,000 likes on Facebook.
  - c. Film, Sports, and Travel Trade: *Rizzoli and Isles* is completing filming in Central Park. *Sunny in Philadelphia* is still pending. Briton and Sophia will be attending the AFCI in Los Angeles next week.
  - d. Information Technology and Visitor Partner Services: Nicole mentioned that John Wayne Airport is now advertising on our website. She is working on the Ambassador Program, which is now being managed by VHB. We have a Partner Information Meeting today. Attending the meeting will be Fred's Mexican Café, Bomberger's and Devis Flowers. The Kiosk Center will be changing their hours on March 7<sup>th</sup> to: Monday – Friday: 10:30 a.m. to 7:00 p.m. and Saturday and Sunday: 10:00 a.m. to 7:00 p.m.
10. City of Huntington Beach Update: There will be a vacation rental study session in May.
11. Huntington Beach Chamber of Commerce Update: None.
12. Any Miscellaneous Voting: None.
13. New Business: None.

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14. Open Discussion/Announcements: Brett Barnes mentioned that there will be a new Duke's opening in La Jolla. Steve Dodge indicated that U.S. Representative Loretta Sanchez has introduced a bill to get John Wayne Airport designed as a Port of Entry airport. Starting in June, John Wayne Airport will be flying daily to Austin, Texas, Puerto Vallarta, Mexico and Chicago, Illinois.
15. Meeting Adjourned at 4:56 p.m.

Next Board Meeting: Tuesday, March 31, 2015, 3:30 – 5:00 p.m., at the Kimpton Shorebreak Hotel, 500 Pacific Coast Highway, Huntington Beach, California 92648.

"Heads in Beds"