

Minutes
Board of Directors Meeting
Huntington Beach Marketing and Visitors Bureau
Tuesday, January 18, 2011

3:30 p.m.
Shorebreak Hotel
500 Pacific Coast
HighwayHuntington Beach,
CA 92648

BOARD MEMBERS PRESENT: Brett Barnes, Suzanne Beukema, Margie Bunten, Shirley Dettloff, Steve Dodge, Kevel Patel, Marco Perry, Joyce Riddell, JD Shafer, Tom Shields

BOARD MEMBERS ABSENT: Michael Ali, Michael Gagnet, Ron McLin, Cheryl Phelps, Dean Torrence, Robert Vaughan

GUESTS PRESENT: Joe Carchio, Laurie Payne

STAFF PRESENT: Steve Bone, Bob Wentworth, Nicole Llido, Briton Saxton

1. **Meeting called to order** with Antitrust Reminder (*see reverse of agenda*) at 3:47 p.m. by Chair Margie Bunten
2. **Roll Call**
3. **Public Comments** – None
4. **Approval of November 18, 2010 Board Meeting Minutes** – Motion/second by Perry/Bunten. Ayes unanimous. Minutes approved.
5. **TOT report by Nova Punongbayan** – Gross is up, increase from previous year.
6. **Financial Report by CFO JD Shafer** – Areas that look low will even out in the upcoming months.
7. **Chairman’s Report by Chair Kevin Patel** – A second bus shuttle route will be added during upcoming summer of 2011, which will travel from Bella Terra to PCH.
8. **Marketing Report by VP of Sales & Marketing, Bob Wentworth** – Bob discussed how the Alitalia Fam is scheduled and what the HBMVB has planned for those involved. He has learned from attending lodging lunches that the general opinion is: “Keep the large hotels full and it will be fine.” CTTC’s January Restaurant Month has been declined at this time but will be joined at a future date.
 - i. International Sales: Bob explained how the activities of the CTTC Australia Roadshow were “Interactive and fun”. He also talked about how Italy has great potential, although not currently a main market, because there is now a direct flight from Rome to LAX.
 - ii. On February 1, 2011 Bob and Madison Fisher will be attending the CA Tourism Media Reception in San Francisco.
9. **Sustainable Tourism Report by Chair Shirley Dettloff** – The Report will be shared by January 2011 and a media event will be held for its introduction at the first City Council Meeting in January.
10. **Advocacy Committee Report by Steve Bone**
11. **Presidents Report by Steve Bone** – The HBMVB will soon be hiring a film commissioner to help promote production in the city. OCTC has come up with a 26-

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point action plan that is now being implemented. Huntington Beach will soon be undergoing a year-long Visitor Impact Study and will be coordinating with shareholders as to what questions they would like.

12. **Open Discussion/Announcements** – Steve Bone discussed going back to a monthly meeting formula. Ayes unanimous.
13. **Motion to adjourn meeting.** Motion/Second by Riddell/Gagnet. Ayes unanimous. Meeting adjourned at 4:40 p.m.

"Heads in Beds"