



Advocacy Committee Meeting Agenda

Tuesday, November 15, 2016, at 4:00 p.m.

Mario's Mexican Restaurant, 18607 Main Street, Huntington Beach, CA 92648

Public Notice Information: In accordance with the Ralph M. Brown Act, Visit HB 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 Visit HB website at surfcityusa.com. Questions on agenda items may be directed to Kelly Miller, Visit HB President & CEO, at (714) 969-3492.

Visit HB Mission: To market and sell Huntington Beach's Surf City USA® brand experience as the preferred, quintessential California beach destination leading to increased visitor spending and enhanced quality of life for all residents.

Advocacy Committee Mission Statement: To support Visit HB's mission and to cultivate awareness, appreciation, and support by government officials for tourism.

- I. Call to Order and Antitrust Reminder (*see reverse*) by Chair Steve Dodge
- II. Roll Call:
Barbara Delgleize (HB City Council), Steve Dodge (Huntington Capital Corporation), Colin Edwards (Assemblyman Travis Allen), Kellee Fritzal (City of HB), Nicole Llido (Visit HB), Janis Mantini (VHB Board), Kelly Miller (Visit HB), James O'Callaghan (Chamber of Commerce), Michelle Schuetz (Bolsa Chica Conservancy), Gordon Smith (HB Wetlands Conservancy), Joe Sturges (Senator Janet Nguyen), David Taylor (Rep. Matthew Harper), Tim Whitacre (Supervisor Michelle Steel)
- III. Announcement of Late Communications
- IV. Public Comments — Chairperson (limited to 3 minutes/person) :
Visit HB 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 Advocacy Committee.
- V. Approval of October 18 Meeting Minutes
- VI. General Updates
 - Elected officials field officers (Allen, Harper, Steel, Nguyen, Others)
 - City of Huntington Beach (Kellee Fritzal)
 - Visit Huntington Beach (Kelly Miller)
 - HB Chamber of Commerce (James O'Callaghan)
- VII. FY 16-17 Goals
 1. Continue coordinating with City of HB, Downtown BID and other key stakeholder groups on fabrication and installation of new communitywide wayfinding program.
 2. Work with City to create public Wi-Fi access.
 3. Work with key local and regional partners/decision makers to define strategic goals and objectives for short- and long-term transportation needs.
 4. Work with City of HB and Downtown BID to provide research-based resources that help decision makers achieve downtown's strategic plan and vision.
 5. Continue local education Tourism Matters/Tourism Builds Community advocacy program campaign.
 6. Work with City of HB on vacation rentals permit process if City Council and/or staff decide to move forward with policy.
 7. Work with City to implement economic development strategy to attract targeted businesses that align with Surf City USA brand.
 8. Support regional, state, and national tourism organizations' policy requests and initiatives that align with VHB mission, strategic plan, and business objectives.
 9. Monitor and proactively act upon water/beach quality and conditions that may affect the HB visitor brand experience.
- VIII. New Business / Open Discussion / Announcements
 - Next Committee Meeting: January 24, 2017 (No December meeting)

IX. Adjourn

Visit Huntington Beach Advocacy Committee Meeting

ANTITRUST COMPLIANCE POLICY

It is the policy of Visit Huntington Beach 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 Visit HB and by representatives of any stakeholders of Visit HB.

At any meeting of the directors of Visit HB or any committees of Visit HB, or at any meeting where any employee of Visit HB is present or where Visit HB 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.*