

**Visit Huntington Beach  
Board of Directors Meeting  
Tuesday, October 25, 2016**

Hyatt Regency Huntington Beach Resort and Spa  
21500 Pacific Coast Highway  
Huntington Beach, CA 92648  
3:30 p.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:  
Rice (Hyatt Regency Resort & Spa), Bernardo (ASP North America), Blakeslee (Paséa Hotel and Spa), 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), O'Callaghan (Huntington Beach Chamber of Commerce), Simpson (Kimpton Shorebreak Hotel), Smith (Huntington Beach Wetlands Conservancy), Snow (Rainbow Environmental Services), Solanki (Ocean Surf Inn), Szilagyi (Best Worldwide Chauffeured Transportation), Thompson (First Bank), Townend (The ActivEmpire), Truxaw (Mama's Restaurant on 39), Van Doren (Vans), Van Voorhis (Sunset Beach Community Association), Whitney (Prjkt Hospitality & Concessions Group).
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 previous Meeting Minutes
  - b. Latest TOT/TDIB & CBRE Group (PKF) Reports (August 2016)
  - c. Most current monthly financials statements
6. Chairman's Report (Peter Rice)

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7. Brief Staff Monthly 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. Update on Wayfinding program (MERJE, City of HB, VHB Staff)
9. New Website Update (Alot)
10. 2015 Community Stakeholder Survey Results (Miller)
11. Future Destination Product Development Criteria Approval (Miller)
12. Approval (vote) on Compensation Committee recommendation to move forward with finalizing new 3-year contract for VHB President & CEO [FY 2016-17 through FY 2018-19] (Rice)
13. Advocacy Committee Update (Steve Dodge & Staff)
14. City of Huntington Beach Update (Kellee Fritzal)
15. Huntington Beach Chamber of Commerce: (James O'Callaghan)
16. Open Discussion/Announcements
17. Adjournment

Key Dates to Remember:

The next scheduled VHB Board of Directors Meeting will be **Tuesday, November 22<sup>nd</sup> 3:30 pm – 5:00 pm at The Waterfront Beach Resort, a Hilton Hotel , Room TBD**

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*ANTI-TRUST COMPLIANCE POLICY*

*It is the policy of Visit Huntington Beach (VHB) 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 VHB and by representatives of any stakeholders of VHB.*

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