

**Visit Huntington Beach
Annual Meeting & Brand Summit Minutes**

Tuesday, June 28, 2016
Sapphire Ballroom, Pasea Hotel and Spa
21080 Pacific Coast Highway
Huntington Beach, CA 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. Questions on agenda items may be directed to Kelly Miller, VHB President & CEO, at (714) 969-3492 or 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. Attendance:

Present: Bernardo (ASP North America), DeSoto (Experian), Rice (Hyatt Regency Resort & Spa), Dodge (Huntington Capital Corporation), Mantini (Retired-The Boeing Company), McCarley (John Wayne Airport), Smith (Huntington Beach Wetlands Conservancy), Thompson (First Bank), Townend (The ActivEmpire), Van Voorhis (Sunset Beach Community Association), Smallwood (Kimpton Shorebreak Hotel), Blakeslee (Paséa Hotel and Spa); Truxaw (Mama's Restaurant on 39).

Absent: Barnes (Duke's Huntington Beach), DeGuzman (Hotel Huntington Beach), Fischer (Waterfront Beach Resort, A Hilton Hotel), Van Doren (Vans), Vaughan (Best Chauffeured Transportation), Parton (DJM Corporation), Solanki (Ocean Surf Inn).

2. Kelly Miller welcomed everyone to the meeting at 3:34 P.M.

3. Call to Order and Antitrust Reminder (*see reverse*) by Chair Peter Rice.

4. Announcement of Late Communications: None

5. 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.

Presentations were made by the following:

- A. Kelly Miller: Highlights of FY 14-15, FY 15-16 and strategic trends for the future
- B. Trip Advisor: Reputation Management in a Digital World
- C. Susan Thomas: Visitor Volume Research
- D. The Atkins Group: Placemaking, Importance of Branding and New Advertising Campaign
- E. Scott Blakeslee, 2015 Superstar Award

6. Meeting was adjourned at 5:23 PM.

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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.*