

**Visit Huntington Beach**  
**Executive Committee Meeting Minutes**  
Wednesday, January 20, 2016  
3:30 p.m. – 5:00 p.m.  
The Waterfront Beach Resort, a Hilton Hotel  
The Reef Boardroom  
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

- I. Call to Order and Antitrust Reminder (*see reverse*) by Chair Peter Rice at 3:35 PM.
- II. Roll Call:  
Present: Rice (The Hyatt Regency Resort & Spa); Fischer (The Waterfront Beach Resort, a Hilton Hotel), Thompson (First Bank). Absent: Barnes (Duke's Huntington Beach), Patel (Best Western Harbour Inn & Suites), McNally (Kimpton Shorebreak Hotel), Blakeslee (Pasea Hotel and Spa),
- III. Announcement of Late Communications: Nono
- IV. Public Comments — Chairperson (limited to 3 minutes/person):  
*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 Executive Committee.*
- V. Consent Agenda – Nicole Thompson, CFO and Kelly Miller
  - a. December 2015 Exec Committee Minutes: Motion made by Thompson, seconded by Fischer to approved minutes. Passed 3-0.
  - b. Latest TOT / TBID Reports: For November, 2016, TOT/TBID receipts were up 2.2%. The YTD hotel room revenues for HB are up 3.0% for the first two months of the FY (October and November). Hotels with 150 rooms or less are performing slightly better than properties with 151 rooms or more, but smaller hotels make up a very small percentage of HB's total room inventory. It looks like December will be a solid month, which should translate into possibly higher revenue increases than the first two months. Staff is closely monitoring the slightly lower than projected revenue increase (3% versus 6-6.5%) for the FY and will make adjustments accordingly on the expense side. It's hard to predict the overall impact on sales once Pasea opens up in early May.
  - c. The ADR, Occupancy and RevPar reports from PFK Consulting USA continue to reflect very positive numbers for the HB destination. For October 2015, ADR was \$232.17, Occupancy was 84.31% and RevPar was \$195.75. All of these were slightly down from

**Visit Huntington Beach**  
**Executive Committee Meeting Minutes**  
Wednesday, January 20, 2016  
3:30 p.m. – 5:00 p.m.  
The Waterfront Beach Resort, a Hilton Hotel  
The Reef Boardroom  
21100 Pacific Coast Highway  
Huntington Beach, CA 92648

October 2014, but for the 10-month period of Jan-Oct 15, HB continues to lead its six other competitive cities/regions in ADR (\$255.62), Occupancy (84.94% and RevPar (\$217.11). The YTD Jan-Oct 14 numbers are up or even; 2.6%, 0% and 2.6% respectively for the three key performance measurements.

- d. Financials: For **October 2015**, the **Statement of Financial Position** is strong, reflecting total assets for \$1.89 million. Accounts receivable are up to slightly more than \$1 million due to August and September room revenue reimbursements from the City being posted in October, which will be reflected in November financials. Part of this is due to the transition of accounts from one bank to First Bank. On the **October Statement of Activities**, a net deficit of \$79,383 is shown. Again, our P & L statements will fluctuate between positive and negative net numbers due to timing of payments. For **November 2015**, the **Statement of Financial Position** is again strong, reflecting total assets at \$1.91 million. Accounts receivable are down to \$541,971, due to those August and September room revenues being received in October as previously reported. On the **November Statement of Activities**, the P & L shows a positive \$51,675. As we do each month, VHB's CFO, VHB's CPA and staff work in unison to review in detail the financials. The transition from QuickBooks to the new accounting program, Financial Edge, although time consuming, has made financial reviews much more efficient and detail-oriented.

Motion made to approve October and November 2015 financials by Fischer, seconded by Thompson. Motion approved 3-0.

VI. Chairman's Report (Rice): Nothing to report

VII. Brief Department Updates (Miller)

- a. Marketing and PR: The Big Board Film Premiere and Installation are finally here! All hands on deck. Excellent media coverage expected. Brand research is completed by Atkins and Destination Analysis. The Brand refresh is next. The 15-second HB Ambassador videos (12 of them) are being finalized and will roll out in our new social media campaign. Lots of b-roll is now owned by VHB for repurposing. UK Super FAM is going to be here May 18-19 featuring 100 top UK travel agents. This is a big deal and we are partnering with Brand USA and VISIT CA. NYC Media FAM is set for March 21-24. Staff will be heading there with other OCVA destinations and VISIT CA. The Instagram Meet Up brought 200 bloggers to HB on one day to go out and capture content and images about HB. Some of these bloggers had over 100,000 followers. This was a smashing success for HB.
- b. Sales: The Team continues to do well in booking meetings and conventions into HB. For the month, 28 leads were issued, representing 17,322 room nights. Total issued leads since October 2015 are 144 representing nearly 70,000 room nights. Three

**Visit Huntington Beach**  
**Executive Committee Meeting Minutes**  
Wednesday, January 20, 2016  
3:30 p.m. – 5:00 p.m.  
The Waterfront Beach Resort, a Hilton Hotel  
The Reef Boardroom  
21100 Pacific Coast Highway  
Huntington Beach, CA 92648

bookings for the month totaling 1,140 room nights were achieved. For the year, 10 groups have been booked representing 5,272 actual room nights booked.

- c. Film, Sports and Travel Trade: Big Board Premiere is front and center on film. Tons of smaller FAMs have been in market and are being planned. A great deal of interest in folks wanting to come experience Surf City USA. Keeping the Team hopping.
  - d. Visitor Services and Information Technology: The Ambassador program is being retooled and will roll out in a month or so. The next Partner meeting is Feb 11 at 10:00 AM at VHB offices.
- VIII. President's Report by Kelly Miller
- a. The Biggest Board Premiere & Installation, Jan 21-22
  - b. Wayfinding Interview by MERJE, February 2-3
  - c. HBIDSM Update: Brett and his board at the Museum are in the final steps of hiring a manager. This should be announced next week.
  - d. Ambassador Program: See above.
  - e. Surf City USA Licensing Program: Staff is working with several possible firms to relaunch the program this spring.
- IX. New Business
- X. Adjournment at 4:32 PM.
- XI. Next Executive Committee Meeting: Thursday, February 25, 2016, Hyatt Regency Huntington Beach Resort & Spa at 3:30 p.m.

**Visit Huntington Beach**  
**Executive Committee Meeting Minutes**  
Wednesday, January 20, 2016  
3:30 p.m. – 5:00 p.m.  
The Waterfront Beach Resort, a Hilton Hotel  
The Reef Boardroom  
21100 Pacific Coast Highway  
Huntington Beach, CA 92648

*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.*