

**Visit Huntington Beach
Board of Directors Meeting**

Wednesday, March 22, 2023
3:00 p.m. – 4:00 p.m.
Via Zoom or VHB Office
155 Fifth Street Suite 111
Huntington Beach, CA 92648

Join Zoom Meeting

Web link: <https://zoom.us/j/97210582880?pwd=aEdmTUtXQ0MyUWhya2dPYXpEcTIUUT09>

Zoom Phone: (669) 900-6833

Meeting ID: 972 1058 2880

Passcode: 343893

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

- I. Call to Order and Antitrust Reminder (*see reverse*) by Chair ~~Justin Simpson~~ Nicole Llido at: 3:03pm
- II. Roll Call: All yellow highlights were present in person. All in green were present via zoom.
- | | | |
|-------------------------------------|--------------------------------------|--------------------------------------|
| Brett Barnes (Duke's HB) | Justin Simpson (Kimpton Shorebreak) | Peter Townend (ActiveEmpire) |
| Dawn McCormack (Timeless Treasures) | Kevin Elliott (Code Four) | Peter Truxaw (Mama's on 39) |
| Dean Torrence (Individual at large) | Marisa Unvert (John Wayne Airport) | Sachin Amin (Comfort Suites) |
| Debbie Killey (Republic Services) | Meg Bernardo (World Surf League) | Sheik Sattaur (Union Bank) |
| Duke Dufresne (4 Sons Brewing) | Mike Ali (Zach's) | Tim McGrath (Golden West College) |
| Janis Mantini (Individual at large) | Paul Maddison (Pasea Hotel) | Todd Szilagyi (Best VIP Chauffeured) |
| Jenn Williams (Pacific City) | Paulette Fischer (Hilton Waterfront) | |
| John Villa (Wetlands Conservancy) | Peter Rice (Hyatt Regency) | |
- Other attendees via zoom: Melissa Knudtson, Kriss Casanova
- III. Announcement of Late Communications
- 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. FY 21-22 Audit Presentation (Melissa Knudtson) / Motion to approve 21/22 Audit by: Peter Rice. 2nd by Janis Mantini Yes Votes: 15, No Votes: 0, Abstain Votes: 0 – Motion Passed
- VI. Consent Agenda (Simpson and VHB Staff) – Motion to approve Consent Agenda by: Janis Mantini. 2nd by Sachin Amin. Yes Votes: 15, No Votes: 0, Abstain Votes: 0 – Motion Passed
- Latest TOT / TBID Reports
 - CBRE/PKF / STR Reports
 - Current Financials, if available

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d. Approval of previous minutes

VII. Chairman's Report (Simpson)

VIII. President & CEO Agenda Items (Holmes)

a. US Open of Surfing WSL Sponsorship Request

b. Visit CA Marketing Outlook Forum/Boosting Visitor Demand Update

Motion to approve VHB to continue working with WSL and sponsorship request by: Peter Townend. 2nd by Janis Mantini.
Yes Votes: 15, No Votes: 0, Abstain Votes: 0 – Motion Approved

IX. John Wayne Airport Update – **Airport Director: Charlene Renolds**

X. Adjournment at 4:00pm

Key dates to remember:

April 2023

- Board Strategic Guidance Retreat: Monday, April 3, 3:00pm – 5:00pm (We request ALL board members to attend)
- Strategic Planning Session #1: Tuesday, April 4, 9:00am – 1:00pm (Optional)
- Strategic Planning Session #2: Wednesday, April 5, 9:00am – 1:00pm (Optional)
- Executive Committee Meeting: Tuesday, April 18, 3:00pm – 4:00pm

May 2023 (NOTE UPDATED DATES)

- Executive Committee Meeting: Thursday, May 18, 3:00pm – 4:00pm
- Board of Directors Meeting: Wednesday, May 31, 3:00pm – 4:00pm

June 2023

- Board of Directors Meeting: Tuesday, June 27, 3:00pm – 4:00pm

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ANTITRUST 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.*

MEETING ASSISTANCE NOTICE – AMERICANS WITH DISABILITIES ACT

In accordance with the Americans with Disabilities Act the following services are available to members of our community who require special assistance to participate in EDC meetings. If you require special assistance, 48-hour prior notification will enable VHB to make reasonable arrangements. To make arrangements for an assisted listening device (ALD) for the hearing impaired, American Sign Language interpreters, a reader during the meeting and/or large print agendas, please contact Deanna Mote at deanna@surfcityusa.com or (714) 969-3492.