

**Visit Huntington Beach
Board of Directors Meeting**

Tuesday, August 29, 2023

3:00 p.m. - 4:00 p.m.

VHB Office

155 Fifth Street Suite 111

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. 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 @ 3:02pm

II. Roll Call: **All highlighted members were present in person. 16 total in attendance.**

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 (Individual at large)

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)

VHB staff attending: Kelly Miller, Omark Holmes, Sophia Valdivia, Deanna Mote

City of HB representative: Kriss Casanova

III. Announcement of Late Communications

IV. Public Comments – Chairperson (limited to 3 minutes/person): **N/A**

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.

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V. Consent Agenda (Simpson and VHB Staff)

- a. Latest TOT/TBID Reports
- b. CBRE/PKF/STR Reports
- c. May 2023 Financials
- d. Approval of previous minutes: Nov 2022, Jan, Mar, May, June 2023 - **Approved**

- **Motion to approve consent agenda by: Tim McGrath 2nd by: Dawn McCormick**
- **Yes Votes: 16, No Votes: 0, Abstain Votes: 0**

VI. Chairman's Report (Simpson)

VII. President & CEO Agenda Items (Miller)

- a. Board update: Review rationale for a 2% increase in TBID assessments to remain competitive with other DMOs in the funding of future VHB marketing and group sales programs. Tentative effective date of Jan 1, 2024.

- **Discussion included infrastructure needs (LA28): Parking, power, data.**
- b. Future VHB Symphony reports for FY 23-24 (Holmes)
- **Highlighted visitation #'s and historical returns.**
- c. Primer for upcoming VHB Board orientation, Tuesday, September 26, 12:30 PM – 5 PM (Llido)
- d. ROI/KPI results for extended media buy for FY 22-23 (Holmes)
- e. Brief updates from Board on state of business in August and into the fall 2023.
- **Discussion included: short term rentals reporting and compliance standards/best practices.**

VIII. Brief Department Updates

IX. Adjournment **@ 4:10pm**

Key dates to remember:

September 2023

- Executive Board Committee Meeting: Thursday, September 14, 3:00pm – 4:00pm
- Board of Directors Meeting and Strategic Plan Orientation: Tuesday, September 26, 12:30pm – 5:00pm – Lunch will be served.

October 2023

- Executive Board Committee Meeting: Thursday, October 19, 3:00pm – 4:00pm
- Board of Directors Meeting: Tuesday, October 24, 3:00pm – 4:00pm

November 2023

- Executive Board Committee Meeting: Thursday, October 16, 3:00pm – 4:00pm

December 2023

- Holiday Open House: Wednesday, December 13, 4:00pm – 6:00pm

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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.