

**Visit Huntington Beach
Executive Committee Meeting
Thursday, February 19, 2026
3:00 p.m. to 4:00 pm
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 John Urdi, VHB President/CEO, at (714) 969-3492 or JohnU@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 Justin Simpson at 3:02 pm
- II. Roll Call:
 - In attendance: Jennifer Williams (Pacific City), Justin Simpson (Kimpton Shorebreak HB Resort), Paulette Fischer (The Waterfront Beach Resort, a Hilton Hotel), Sheik Sattaur (Automatic Data Processing), Vipe Desai (SIMA)
 - Not in attendance: Janis Mantini (Individual-at-large with interest in tourism), Jon Benson (Hyatt Regency Resort & Spa)
 - Guests: N/A
 - VHB attendees: Nicole Llido, Heather Saez, Michelle Devine, Christy Hill, John Urdi
- III. Announcement of Late Communications - None
- IV. Public Comments – Chairperson (limited to 3 minutes/person) - None
- V. Consent Agenda (VHB Staff):
 - a. Latest TOT/TBID Reports - November 2025
 - b. CBRE/PKF/STR Reports - January 2026
 - c. Current Financials - October 2025
 - d. Approval of previous minutes - January 15, 2026

Motion to approve the Consent Agenda by Justin Simpson. Second by Shiek Sattaur. All approved, motion passed.
- VI. Chairman’s Report (Simpson) - None
- VII. President & CEO Update (Urdi) - Discussion regarding future funding options.
- VIII. VP of Marketing Search Vote an Update (Urdi) - Search is going well. John and Nicole are reviewing top candidates for Zoom interviews.

Vipe Desai made a motion to approve the \$40,000 contract for Winner Partners executive recruiting; Paulette seconded; motion passed unanimously.

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- IX. FY 24-25 Audit Update (Llido) - We are finalizing the FY 24-25 audit now and expect the auditors to present at the March Board Meeting.
- X. Legal Update (Llido) - An intent to sue VHB for an outdated tracking pixel (over 10 years old) on the VHB website is not moving forward. Staff is working with an attorney to update the current Privacy Policy and install a cookie opt-out on the site to mitigate future challenges.
- XI. Strategic Plan Process Update (Llido) - Strategic plan listening sessions with the Board and VHB partners have been scheduled for this month. A select number of phone interviews will be conducted with key board members/partners that aren't able to attend. Coraggio will facilitate all events.
- XII. Department Updated (Staff) - Brief department updates were given. See packet insert for details.
- XIII. Adjournment at 4:00 pm