

Visit Huntington Beach
Executive Committee Meeting
Thursday, August 15, 2024
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 @ **3:03pm**

II. Roll Call: **Members highlighted and underlined present in person.**

Janis Mantini (Individual-at-large with interest in tourism)

Jennifer Williams (Pacific City) - via zoom

Jon Benson (Hyatt Regency Resort & Spa)

Justin Simpson (Kimpton Shorebreak HB Resort)

Paul Maddison (Paséa Hotel and Spa)

Paulette Fischer (The Waterfront Beach Resort, a Hilton Hotel)

Sheik Sattaur (US Bank)

Todd Szilagyi (Best-VIP Chauffeured Worldwide)

VHB employees present: K. Miller, N. Llido, O. Holmes, S. Valdivia, M. Devine, T. Gunn, D. Mote
Other board members present: Peter Townend

III. Announcement of Late Communications - **None at this time**

IV. Public Comments – Chairperson (limited to 3 minutes/person): **None at this time**

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 (Simpson and VHB Staff)

- a. Latest TOT/TBID Reports - May 2024
- b. CBRE/PKF/STR Reports - June 2024
- c. Current Financials: - April 2024
- d. Approval of previous minutes: 06/20/24

**Motion to approve Consent Agenda made by: S. Sattaur 2nd by: J. Simpson Yes Votes: 7 No Votes: 0 Abstain: 0
Motion passed.**

VI. Chairman's Report (Simpson) - **No report at this time**

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VII. President & CEO Agenda Items (Miller)

a. Paris 2028 debrief (Tahiti and Paris)

K. Miller and P. Townend shared key points regarding Tahiti and Paris venue(s), merchandise, activations, live experience with takeaways on how H.B. can offer a great games experience for visitors and locals alike. K. Miller highlighting the clear messaging/branding, high level of customer service, easy transportation options he experienced in Paris.

b. US Open of Surfing Debrief

On US Open of Surfing - Consensus was that the event went smoothly, great feedback from sponsors, also expressed need to tighten up access to VIP areas.

c. Projections for last months of 2024 calendar year

On projections for end of 2024 calendar year and how VHB can help hotel partners. J. Simpson noted that November is traditionally a tough month so any support on ramping up for that time is appreciated.

VIII. Brief Department Updates
Introduction of new Graphic Design Manager, Ty Gunn.

IX. Adjournment @ **3:48pm**

Key dates to remember:

September 2024

- Executive Committee Meeting - Thursday Sept 19th 3pm - 4pm
- Board of Directors Meeting - Wednesday Sept 25th 3pm - 4pm / Strategic Plan Review

October 2024

- Executive Committee Meeting - Thursday Oct 17th 3pm - 4pm

November 2024

- Executive Committee Meeting - Thursday Nov 14th 3pm - 4pm
- Board of Directors Meeting - Wednesday Nov 20th 3pm - 4pm

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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.