

Visit Huntington Beach
Executive Committee Meeting
Thursday, April 10, 2025
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 at 3:05pm
- II. Roll Call:
 - a. In attendance:

Janis Mantini (Individual-at-large with interest in tourism)
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
Todd Szilagyi (Best-VIP Chauffeured Worldwide)
Jennifer Williams (Pacific City)

VHB Staff: Kelly Miller, Omark Holmes, Nicole Llido, Christy Hill, Clara Tsang, Michelle Devine, Sophia Valdivia

City of HB Guests: Kriss Casanova, Ashley Wysocki
 - b. Not in attendance:
- III. Announcement of Late Communications
- IV. Public Comments – Chairperson (limited to 3 minutes/person): *none*

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 - March
 - b. CBRE/PKF/STR Reports - March 2025 Report

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- c. Current Financials –
- d. Approval of previous minutes: November 14, 2025 (January-March cancelled)

Motion to approve Consent Agenda by Justin Simpson. Second by Janis Mantini. All approved, motion passed.

VI. Chairman's Report (Simpson): None

VII. President & CEO Agenda Items (Miller)

- a. Review Financial Reserve Policy (Llido) – Current Financial Reserve is 3 months of lowest expense months in reserve. VHB to reconsider other measures of reserves.
- b. LA28 update (Miller) – At this time, no new information regarding Volleyball or Surfing
- c. HBISM Update (Staff and ISM) Marketing Agency RFP (Holmes) – Agency interviews pending and invited any Committee member to attend interviews.
- d. Leadership Development Task Force (Llido) – Requesting volunteers to assist in in-come members.
- e. Fiscal Year to Date (Holmes) - See Meeting Packet
- f. Team VHB staffing (Miller) See meeting pack for Department updates

VIII. Adjournment at 3:58 pm

Key dates to remember:

May 2024

- Board of Directors Meeting – Thursday, May 29, 3 pm – 4 pm
- Executive Committee Meeting – Thursday, May 15, 2025, 3-4pm

June 2024

- Board of Directors Meeting – Thursday, June 25, 2025
- Executive Committee Meeting – Thursday, June 12, 2025

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Tourism Builds Community

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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.