

**Visit Huntington Beach
Executive Committee Meeting**

Tuesday, April 18, 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/98096839917?pwd=VoF2aUFwcXlKaodtWEpiTGVuZ3Rwdzo9>

Zoom Phone: (669) 900-6833

Meeting ID: 980 9683 9917

Passcode: 631293

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: 3:07pm**

II. Roll Call:

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

Jennifer Williams (Pacific City) - **Present**

Justin Simpson (Kimpton Shorebreak HB Resort) - **Present**

Paul Maddison (Paséa Hotel and Spa) – **Not Present**

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

Peter Rice (The Hyatt Regency Resort & Spa) - **Present**

Sheik Sattaur (Union Bank) - **Present**

Todd Szilagyi (Best-VIP Chauffeured Worldwide) – **Not Present**

VHB Staff: Kelly Miller, Omark Holmes, Jennifer Tong, Susan Valen, Nicole Llido (via zoom), Deanna Mote

Other Attendees/after closed session: Kriss Casanova, PT, Bob Fasulo (via zoom)

Motion to enter closed session made by: Justin Simpson. Second by: Sheik Sattaur. Motion passed.

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. Consent Agenda (Simpson and VHB Staff)

a. Latest TOT / TBID Reports

b. CBRE/PKF / STR Reports

c. Current Financials, if available

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d. Approval of previous minutes

VI. Chairman's Report (Simpson)

RECESS TO CLOSED SESSION

CLOSED SESSION

VII. Conference with legal counsel – Anticipated Litigation (Paragraph (2) of subdivision (d) of Gov. Code 54956.9).
One case. **Presented by: Mary Farrell of Farrell Law Group**
Motion to come out of closed session at 3:50pm made by Justin Simpson. Second by Sheik Sattaur. Motion passed.

RECONVENE EXECUTIVE COMMITTEE MEETING

VIII. Roll Call

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

Jennifer Williams (Pacific City) - **Present**

Justin Simpson (Kimpton Shorebreak HB Resort) - **Present**

Paul Maddison (Paséa Hotel and Spa) – **Not Present**

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

Peter Rice (The Hyatt Regency Resort & Spa) - **Present**

Sheik Sattaur (Union Bank) - **Present**

Todd Szilagyi (Best-VIP Chauffeured Worldwide) – **Not Present**

**Motion to approve Consent Agenda made by: Jennifer Williams. Second by Sheik Sattaur. Yes Votes: 6.
No Votes: 0. Abstain: 0. Motion Passed.**

IX. President & CEO Agenda Items (**Miller**)

- a. Discussion and vote on two marketing/PR opportunities utilizing new TBID revenue sources and other existing funds in approved FY 22-23 budget.
 - i. Additional advertising campaign buy for remainder of FY to supplement existing planned media campaign (April-June)
 - ii. Presenting sponsorship for 2023 ISA World Parasurfing Championships, Nov 5-11, 2023 – **Bob Fasula**
- b. HB Collection new sales and marketing model discussion for FY 2023-24
- c. Strategic plan progress update

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Motion to approve additional \$150K spend on 2 new marketing campaigns and presenting sponsorship for 2023 ISA Parasurfing Championship made by Jennifer Williams. Second by: Sheik Sattaur. Yes Votes: 6. No Votes: 0. Abstain: 0. Motion passed.

- X. Brief Department Updates
- XI. **Adjournment at: 4:36pm**

Key dates to remember:

May 2023

- Executive Committee Meeting: Tuesday, May 16, 3:00pm – 4:00pm
- Board of Directors Meeting: Wednesday, May 24, 3:00pm – 4:00pm

June 2023

- HB Tourism Summit: Thursday, June 15, 2:00 pm – 6:30 pm
- 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.