

**Visit Huntington Beach  
Strategic Planning Retreat**  
Monday, April 3, 2023  
3:00 p.m. – 5:00 p.m.  
UNITED COLLECTIVE  
300 Pacific Coast Highway, Suite 200  
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](http://surfcityusa.com). Questions on agenda items may be directed to Kelly Miller, VHB President/CEO, at (714) 969-3492 or [Kelly@surfcityusa.com](mailto: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.

**AGENDA**

- I. Call to Order and Antitrust Reminder (*see reverse*) by Chair Justin Simpson
- II. Roll Call:

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 (Golden West College)
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)	
- 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 Board.*
- V. Strategic Planning Board Guidance Retreat, facilitated by Coraggio Group
- VI. Adjournment

**Key dates to remember:**

**April 2023**

- Executive Committee Meeting: Tuesday, April 18, 3:00pm – 4:00pm

**May 2023 (NOTE UPDATED DATES)**

- Executive Committee Meeting: Thursday, May 18, 3:00pm – 4:00pm
- Board of Directors Meeting: Wednesday, May 31, 3:00pm – 4:00pm

**June 2023**

- 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](mailto:deanna@surfcityusa.com) or (714) 969-3492.*