

Visit Huntington Beach
Executive Committee Meeting
Thursday, August 14, 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 Jon Benson at 3:03pm
- II. Roll Call:
 - a. In attendance:
Janis Mantini (Individual-at-large with interest in tourism)
Jennifer Williams (Pacific City)
Jon Benson (Hyatt Regency Resort & Spa)
Paul Maddison (Paséa Hotel and Spa)
Paulette Fischer (The Waterfront Beach Resort, a Hilton Hotel)
Sheik Sattaur

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

City of HB Guests: Kriss Casanova and Ashley Wysocki

Not in attendance: Justin Simpson (Kimpton Shorebreak HB Resort)
- 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 (Jon Benson and VHB Staff)
 - a. Latest TOT/TBID Reports - no new reports received
 - b. CBRE/PKF/STR Reports - no new reports received
 - c. Current Financials - May 2025
 - d. Approval of previous minutes - July 17, 2025

Visit Huntington Beach
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Thursday, July 17, 2025
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Sheik Sattaur made motion to pass the consent agenda with second by Jen Williams, motion approved unanimously.

VI. Chairman's Report (Simpson): None

VII. President & CEO Agenda Items (Miller)

- a) Post U.S. Open of Surfing discussion (All) - Kelly Miller is working with the WSL to change the US Open to a Championship Tour stop instead of the current Challenger Series tour in 2028. The Championship Tour would include all of the best surfers in the world.
- b) Presentation from Rio Media (lifeguard tower advertising): Debbie Iorio - Each Hotel was given a packet by Debbie with their personal hotel proposal. Each lifeguard tower would cost \$100,000 per year to advertise in front of their hotel. Creative changes are allowed if allowed by the city. After Debbie finished her presentation and left, the Executive Committee discussed and agreed they were not interested in moving forward.
- c) America 250 kickoff event in HB and possible VHB partnership (Tony Griffith with America 250) - America 250 is proposing a kickoff event on New Year's Eve with fireworks on the beach. The event will feature a Hall of Heroes walkthrough, educational exhibits, vendors, and live music. They are looking for backing and funding from \$10k to \$100K. This is a non-partisan event. Board members discussed and agreed they'd like staff to continue discussions with America 250 to be a potential sponsor of the nonpartisan event.
- d) Pier Illumination Project - Kriss Casanova presented the project which would replace 50 - 60 pier lights for a cost of around \$65k - \$70k. Public works would do the install once approved. The project will move forward by testing 2 lights at the end of the pier to see the illumination. This may become part of the Connectivity or other TEP project in the future.

VIII. Executive Search Firm Update - The executive search firm, Winner Partners, will be here next week for a discovery visit to speak with the Executive Committee, Selection Task Force, and VHB staff. Nicole will be organizing a destination tour and the various meetings.

IX. Adjournment at 4:05pm

Key dates to remember:

September 2025

- VHB Executive Committee Meeting - September 11, 2025
- VHB Board of Directors Meeting: September 23, 2025

October 2025

- VHB Executive Committee Meeting - October 14, 2025