

**Visit Huntington Beach
Board of Directors Meeting**

Tuesday, August 31, 2021

3:30 p.m. – 4:45 p.m

Via Zoom or VHB Office

Join Zoom Meeting:

Web link: <https://us02web.zoom.us/j/88572785899?pwd=MUN2c2xldlJCbUNtTEE2bnNGQ2l4UT09>

Click on link above or go to the Zoom home page:

Zoom Phone: (669) 900-6833

Meeting ID: 885 7278 5899

Passcode: 334463

Join In Person:

Visit Huntington Beach Office

155 Fifth Street Suite 111

Huntington Beach, CA 92648

At this time, public comments will be limited to Zoom only.

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 Todd Szilagyi at 334pm.
Announcement of new board members and VHB staff made by Kelly Miller. New board members include: Kevin Elliott of Code Four, Tim McGrath of Golden West College, and John Villa of HB Wetlands and Wildlife Care Center. New VHB staff members include Hannah Sutton, Marketing Coordinator, and Kimberly Dunnegan, Sales Executive.
- II. Roll Call:
Ali (Zack's Surf Shop), Barnes (Duke's Huntington Beach), Bernardo (World Surf League), Elliott (Code Four), Killey (Republic Services), Maddison (Paséa Hotel and Spa), Mantini (Retired-The Boeing Company), McGrath (Goldenwest Community College), Patel (Quality Inn & Suites Huntington Beach), Rice (Hyatt Regency Resort & Spa), Sattaur (MUFU Union Bank, N.A.), Szilagyi (Best-VIP Chauffeured Worldwide), Townend (The ActivEmpire), Truxaw (Mama's Restaurant on 39), Unvert (John Wayne Airport), Villa (HB Wetlands Conservancy), Williams (Centennial)
- 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.

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V. Consent Agenda (Kelly Miller)

- a. Latest TOT / TBID Reports
- b. CBRE/PKF / STR Reports
- c. April 2021 Financials

Motion to accept the Consent Agenda made by Brett Barnes. Seconded by Jennifer Williams Yes votes: Ali, Barnes, Bernardo, Elliott, Killey, Maddison, Mantini, McGrath, Patel, Rice, Sattaur, Szilagyi, Townend, Truxaw, Unvert, Villa, Williams. No votes: none. Abstain: none. Motion passed.

VI. Chairman's Report (Szilagyi)

VII. President & CEO Updates (Miller)

- a. Special Presentation by David Bratton, Founder & Managing Director, Destination Analysts. David will recapped recent Visitor Sentiment surveys and trends via DA's weekly/biweekly survey of 1200 travelers, meeting planners and other key segments of the visitor industry.
 - i. Traveler sentiment continues to be challenged by the Delta variant. 50% feel that the COVID-19 outbreak will get worse within the next month. 63% are concerned about getting the virus, which is on the rise. 70% are looking forward to traveling within the next 12 months. Most people feel the safest taking a road trip, visiting friends and relatives, then non-team outdoor recreation. 52.2% feel that recent media coverage has caused them to doubt that it is safe to travel. 32.7% have postponed upcoming trips due to the Delta variant. People think that the top 3 cities with the most COVID-19 problems are Florida, Texas, and New York. California is also in there with the top cities. 32.1% think they will get the vaccine soon or some time this year. San Francisco requires proof of full vaccination for indoor activities and 61.2% of people support this vaccine mandate. 47.4% agree that the vaccine mandate make the destination a more attractive place to visit, 25.1% disagree, and 27.5% neither agree nor disagree. 59.8% of people would support a vaccine mandate program in their home community, 22.5% oppose, and 17.8% neither agree nor disagree. 73.6% of people support an indoor mask requirement, 13.6%

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disagree. These survey results are from 300 people across 4 regions throughout the country.

- b. VHB Team recap report on key KPI's and highlights from Jan-July 2021 and how things are trending heading into early fall.
 - i. VHB held an LA2028 meeting on 8/30/21 and discussed how to position HB for surfing.
 - ii. You will receive an invite to the CalTravel Summit Opening Reception on Sunday night, September 12th from 630-8pm. There will be about 300 people at Pacific City for this event.

VIII. Adjournment at 434pm.

Key dates to remember:

September 2021

- Executive Committee Meeting: Wednesday, September 29, 3:30 PM – 4:30 PM

October 2021

- Executive Committee Meeting: Wednesday, October 27, 3:30 PM – 4:30 PM

November 2021

- Full Board Meeting: Tuesday, November 2, 3:30 PM – 4:45 PM
- Executive Committee Meeting: Tuesday, November 23, 3:30 PM – 4:30 PM

December 2021

- VHB Holiday Open House: Thursday, December 9, 4:00 PM – 6:00 PM

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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

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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 Nicole Llido at nicole@surfcityusa.com or (714) 969-3492.