

**Visit Huntington Beach  
Executive Committee Meeting**  
Thursday, December 10, 2020  
12:00 p.m. – 1:30 p.m  
Via Zoom

Join Zoom Meeting

Web link: <https://us02web.zoom.us/j/81109970235?pwd=MWF1UHJKaGE4cGllUnhkQm9SY0o0UT09>

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

Zoom Phone: (669) 900-6833

Meeting ID: 811 0997 0235

Passcode: 893250

*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.

## MINUTES

- I. Call to Order and Antitrust Reminder (*see reverse*) by Chair Justin Simpson at 12:04pm
- II. Vocal Roll Call.  
Committee Members Present:  
Fischer (The Waterfront Beach Resort, a Hilton Hotel), Leinacker (Paséa Hotel and Spa), Mantini (Individual-at-large with interest in tourism), Rice (The Hyatt Regency Resort & Spa), Simpson (Kimpton Shorebreak HB Resort), Solanki (Ocean Surf Inn & Suites), Szilagyi (Best-VIP Chauffeured Worldwide), Thompson (First Bank)  
  
Guests Present:  
Visit Huntington Beach Staff: Kelly Miller, John Ehlenfeldt, Heather Saez, Omark Holmes, Nicole Llido, Jennifer Tong, John Todora  
City of Huntington Beach Representatives: Steve Holtz and Robert Ramirez  
Additional Guest: Paul Maddison of Paséa Hotel and Spa
- III. Announcement of Late Communications: **none**
- 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 (Nicole Thompson, Treasurer)
  - a. Approval of previous minutes
    - Board Meeting: September 29, 2020
    - Executive Committee Meeting: October 28, 2020
  - b. Latest TOT / TBID Reports

**Visit Huntington Beach  
Executive Committee Meeting**  
Thursday, December 10, 2020  
12:00 p.m. – 1:30 p.m  
Via Zoom

Join Zoom Meeting

Web link: <https://us02web.zoom.us/j/81109970235?pwd=MWF1UHJKaGE4cGllUnhkQm9SY0o0UT09>

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

Zoom Phone: (669) 900-6833

Meeting ID: 811 0997 0235

Passcode: 893250

- c. CBRE/PKF / STR Reports
- d. Current Financials, if available

Motion to accept the consent agenda made by Janis Mantini. Seconded by Justin Simpson. Yes votes: Paulette Fischer, Joe Leinacker, Janis Mantini, Peter Rice, Justin Simpson, Deven Solanki, Todd Szilagyi, Nicole Thompson. No votes: none. Abstain: none. Motion passed.

VI. Chairman's Report (Simpson)

- a. Update summary and affirmation of President & CEO's review by compensation committee (Simpson, Thompson and Rice)

Justin Simpson: Kelly Miller's review and bonus was deferred since April 2020 when the bonus program was cut, and payouts were made to the rest of the staff. About 75% of the review period was complete at that time. Great things were happening that got cut off, and Kelly achieved 67% of his goal. Out of 28 goals he achieved 19. He will be paid what he would have been owed up to April.

Paulette Fischer questioned if that money in the budget.

John Ehlenfeld reported that it is in the approved budget for last year and rolled over as a placeholder in the July-Dec 2020 approved budget.

Janice Mantini would like to recognize the quick action that Kelly took by cutting staff. Other non-profit organizations that she works with did not react quickly, putting them in a bad situation. Even though Kelly did not meet all of his goals he deserves the recognition for making the tough decisions.

Justin Simpson noted that the decision on the bonus amount was made was consistent with how they were handled for the rest of the staff.

Nicole Thompson also noted that being financially responsible was also part of the decision.

Justin Simpson noted that Kelly has done a great job communicating with all the key players in the community.

Nicole Thompson noted that the bonus amount could possibly be revisited after Memorial Day, as things re-open again.

**Visit Huntington Beach**  
**Executive Committee Meeting**  
Thursday, December 10, 2020  
12:00 p.m. – 1:30 p.m  
Via Zoom

Join Zoom Meeting

Web link: <https://us02web.zoom.us/j/81109970235?pwd=MWF1UHJKaGE4cGllUnhkQm9SY0o0UT09>

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

Zoom Phone: (669) 900-6833

Meeting ID: 811 0997 0235

Passcode: 893250

Motion made by Justin Simpson to approve the Compensation Committee's recommendation for a 67% bonus weighted at 75%, based on Kelly Miller's performance through April. Seconded by Janis Mantini. Yes votes: Paulette Fischer, Joe Leinacker, Janis Mantini, Peter Rice, Justin Simpson, Deven Solanki, Todd Szilagyi, Nicole Thompson. No votes: none. Abstain: none. Motion passed.

VII. President & CEO Updates (Miller)

- a. Latest on COVID restrictions and impacts on visitor industry
  - o We are working daily with Sacramento, the County and the City to get some relief and gray areas resolved regarding outdoor dining. HBPD is currently seeking voluntary compliance for outdoor dining, but this may change. LA County to present more facts on how outdoor dining is decreasing the health in the community.
- b. CalTravel strategies
  - o CalTravel is working with a PR firm to get folks to understand the importance of meetings and change the overall perception of travel in general. They are trying to determine the right person to deliver that message.
- c. Property based business improvement discussions with City, property owners, Downtown HB Bid and VHB
  - o A report to city should arrive sometime early next year on what a property-based BID would look like and a possible recommendation to move forward. The idea is to make this change so strategic planning can be done as we move into recovery.
- d. Presentation and approval of last 6-month FY 2020-21 budget: Jan-June 2021 (Staff)

Peter Rice noted to be very cautious on the right timing for media buys. If things continue into January, save your dollars for a rainy day.

Omark Holmes noted that we are monitoring the situation along with Visit California and are prepared to delay if we need to. We have a phased approach for each market. Right now we are focusing on hyper-local, for example with the 12 Blocks of Cheer, which supports locals businesses and puts them in touch with local residents. When we can begin a media buy campaign it will be towards local and drive markets. Further drives and flight destinations will not be considered until later.

John Ehlenfeldt presented the cash flow chart. No questions.

Kelly Miller noted that we are going to move forward with talking to the Corragio Group/Adam Sacks on how we move ahead with additional marketing in the recovery phase.

**Visit Huntington Beach**  
**Executive Committee Meeting**  
Thursday, December 10, 2020  
12:00 p.m. – 1:30 p.m  
Via Zoom

Join Zoom Meeting

Web link: <https://us02web.zoom.us/j/81109970235?pwd=MWF1UHJKaGE4cGllUnhkQm9SY0o0UT09>

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

Zoom Phone: (669) 900-6833

Meeting ID: 811 0997 0235

Passcode: 893250

Motion made by Justin Simpson to approve the last 6-month FY 2020-21 budget. Seconded by Janis Mantini. Yes votes: Paulette Fischer, Joe Leinacker, Janis Mantini, Peter Rice, Justin Simpson, Deven Solanki, Todd Szilagyi, Nicole Thompson. No votes: none. Abstain: none. Motion passed.

VIII. Brief Department Updates

Department Updates are available in the board packet for you to review on your own time.

Justin Simpson added a reminder to be conservative because once things open you want to have all resources available at that time.

IX. Adjournment at 1:28pm

**Key dates to remember:**

- Next Executive Committee Meeting: **TBD**
- Next FULL BOARD MEETING: **Tuesday, December 15, 2020, 3 pm- 4:30 pm**

**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;*

**Visit Huntington Beach  
Executive Committee Meeting**  
Thursday, December 10, 2020  
12:00 p.m. – 1:30 p.m  
Via Zoom

Join Zoom Meeting

Web link: <https://us02web.zoom.us/j/81109970235?pwd=MWF1UHJKaGE4cGllUnhkQm9SY0o0UT09>

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

Zoom Phone: (669) 900-6833

Meeting ID: 811 0997 0235

Passcode: 893250

- 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 Nicole Llido at [nicole@surfcityusa.com](mailto:nicole@surfcityusa.com) or (714) 969-3492.*