

**Visit Huntington Beach  
Executive Committee Meeting  
Wednesday, February 21, 2024  
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](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 (immediate past chair) Peter Rice @ 3:05pm

II. Roll Call: **All highlighted and underlined members present in person.**

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

Jennifer Williams (Pacific City)

Justin Simpson (Kimpton Shorebreak HB Resort)

Paul Maddison (Paséa Hotel and Spa)

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

Peter Rice (The Hyatt Regency Resort & Spa)

Sheik Sattaur (Union Bank)

Todd Szilagyi (Best-VIP Chauffeured Worldwide)

**Other attendees: VHB staff - Kelly Miller, Omark Holmes, Clara Tsang, Michelle Devine, Nicole Llido, Sophia Valdivia, Deanna Mote. From City of HB - Kriss Casanova.**

III. Announcement of Late Communications: **No late communications.**

IV. Public Comments – Chairperson (limited to 3 minutes/person): **No public comment.**

*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 - November 2023
- d. Approval of previous minutes - 01/25/2024

**Review of December 2023 TOT/TBID, January 2024 STR, and November 2023 financials by Nicole Llido.**

**Motion to approve Consent Agenda made by Jennifer Williams, 2<sup>nd</sup> by Paulette Fischer.**

**Yes Votes: 7. No Votes: 0. Abstain: 0. Motion Approved.**

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- VI. Chairman's Report (Simpson): No report at this time.
- VII. President & CEO Agenda Items (Miller)
- a. Update on recent focus on California's DMO TBIDs
    - **Discussed Newport Beach transition to private TBID funding.**
    - **Update on recent publications focusing on CA DMO & TBID allocations/spend.**
  - b. Bylaws review - to be formally finalized in March 2024(Llido)
    - **Announcement of upcoming Bylaws review. Edits prepared by Civitas to be presented in March.**
  - c. Update and vote to approve expanded IMEX booth (Devine)
    - **Increase booth size and spend to meet the threshold for group appts. and increase foot traffic.**
    - **Motion to approve IMEX booth increase size and spend by Paulette, 2<sup>nd</sup> by Sheik. Yes votes: 6, No votes: 0, Abstain: 0. Motion Passed.**
  - d. Update and vote to approve VHB's 2024 Pacific Airshow chalet (Llido)
    - **Contract of 38K + F&B approx. \$210 pp for Code 4 Chalet for 2 days.**
    - **Motion to approve Airshow chalet contract by Sheik, 2<sup>nd</sup> by Todd. Yes votes: 6, No votes:0, Abstain: 0. Motion Passed.**
- VIII. Brief Department Updates: **Announcement of Clara Tsang new VP of PR and Comm. See Department Updates in Board Packet for remaining updates.**
- IX. Adjournment @ 3:57pm

**Key dates to remember:**

**March 2024**

- Executive Committee Meeting: Thursday, March 21, 3:00 - 4:00pm
- Board of Directors Meeting: Tuesday, March 26, 3:00 - 4:00pm

**April 2024**

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

**May 2024**

- Executive Committee Meeting: Thursday, May 16, 3:00 - 4:00pm

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- Board of Directors Meeting: Tuesday, May 28, 3:00 - 4:00PM

**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*

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*during the meeting and/or large print agendas, please contact Deanna Mote at [deanna@surfcityusa.com](mailto:deanna@surfcityusa.com) or (714) 969-3492.*

Tourism Builds Community