

**Visit Huntington Beach  
Board of Directors Meeting**

Tuesday, February 1, 2022

3:30 p.m. – 4:30 p.m

Via Zoom or VHB Office

**Join Zoom Meeting:**

Web link: <https://us02web.zoom.us/j/81425383282?pwd=dXZTdEd3Uklkek13emkxQVEyV2tXQT09>

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

Zoom Phone: (669) 900-6833

Meeting ID: 814 2538 3282

Passcode: 385289

**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](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 335pm

II. Roll Call:

Simpson (Kimpton Shorebreak Hotel), Bernardo (World Surf League), Elliott (Code Four), Fischer (Waterfront Beach Resort, A Hilton Hotel), Killey (Republic Services), McGrath (Goldenwest Community College), Rice (Hyatt Regency Resort & Spa), Sattaur (MUFJ Union Bank, N.A.), Thompson (First Bank), Townend (The ActivEmpire), Truxaw (Mama's Restaurant on 39), Unvert (John Wayne Airport), Villa (HB Wetlands Conservancy), Williams (Centennial)

VHB Staff: Kelly Miller, Omark Holmes, Nicole Llido, Susan Valen, Jennifer Tong, Sophia Valdivia, Heather Saez, Hannah Sutton, Brittany Tesmer

Additional attendees: Natalie Moser, Melissa Knudtson, Jennifer Farr

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.*

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V. Audit presentation by Davis & Farr

**Motion to place the audit on record made by Simpson. Seconded by Williams.** Yes votes: Simpson, Bernardo, Elliott, Fischer, Killey, McGrath, Rice, Sattaur, Thompson, Townend, Truxaw, Unvert, Villa, Williams. No votes: none. Abstain: none. **Motion passed.**

VI. Consent Agenda (Nicole Thompson, Treasurer and Kelly Miller)

- a. Latest TOT / TBID Reports
- b. CBRE/PKF / STR Reports
- c. Current Financials, if available
- d. Approval of previous minutes

**Motion to accept the Consent Agenda made by Simpson. Seconded by Killey.** Yes votes: Simpson, Bernardo, Elliott, Fischer, Killey, McGrath, Rice, Sattaur, Thompson, Townend, Truxaw, Unvert, Villa, Williams. No votes: none. Abstain: none. **Motion passed.**

VII. Chairman's Report (Simpson)

VIII. President & CEO Agenda Items (Miller)

- a. New VHB Director of Sales hiring for VHB team
- b. Brief progress report: First 6 months of FY production status report, VHB program of work moving forward through Winter/Spring 2022
- c. COVID intel and market demand observations
- d. Approval of public private partnership funds for CIRCUIT electric shuttle service (\$10,000 per month through June 2022). Discussion: (Nicole Llido) Circuit receives 10,000 riders per month. They are currently running a scaled down version of the program. The City will use the grant that used to be used for the Surf City USA Shuttle, plus \$8,000 per month in advertising towards the operating cost. (Killey) Can we afford it? (Llido) Yes. (Truxaw) Is it only in Downtown? (Llido) Yes, but they are considering expanding service to Yorktown.

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**Motion to approve the funds for Circuit made by Simpson. Seconded by McGrath.** Yes votes: Simpson, Bernardo, Elliott, Fischer, Killey, McGrath, Rice, Sattaur, Thompson, Townend, Truxaw, Unvert, Villa, Williams. No votes: none. Abstain: none. **Motion passed.**

IX. Adjournment at 431pm

**Key dates to remember:**

February 2022

- Executive Committee Meeting: Wednesday, February 23, 3:30 PM – 4:30 PM

March 2022

- Full Board Meeting: Tuesday, March 1, 3:30 PM – 4:45 PM
- Executive Committee Meeting: Wednesday, March 23, 3:30 PM – 4:30 PM

April 2022

- Executive Committee Meeting: Wednesday, April 20, 3:30 PM – 4:30 PM
- Full Board Meeting: Tuesday, April 26, 3:30 PM – 4:45 PM

May 2022

- Executive Committee Meeting: Wednesday, May 25, 3:30 PM – 4:30 PM

June 2022

- Full Board Meeting & Budget Presentation: Tuesday, June 14, 3:30 PM – 5:00 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*

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*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*

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*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.*