

**Visit Huntington Beach
Board of Directors Meeting**

Wednesday, February 25, 2026

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 John Urdi, CEO/President at (714) 969-3492 or JohnU@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 Justin Simpson, Vice Chair, at 3:02 pm.
- II. Roll Call:
 - Present: Brian Smith (HBPD), Chris DeGuzman (Hotel HB), David Wetzel (McKenna Claire Foundation), Dawn McCormack (Timeless Treasures), Dean Torrence (Individual at Large), Debbie Killey (Republic Services), Jeff Holson (Holson Property), Jennifer Williams (Pacific City), Marisa Unvert (John Wayne Airport), Paulette Fischer (Waterfront Resort), Rachel Rameriz (Performance Excellence Partners) Sandy Schultz-Taylor (Model Citizen Apparel), Sheik Sattaur (ADP)
 - Absent: Jon Benson (Hyatt Regency), ; Brett Barnes (Duke's HB), Janis Mantini (Individual at large), John Villa (HB Wetlands Conservancy), Justin Simpson (Kimpton Shorebreak), Meg Bernardo (World Surf League), Peter Townend (ActiveEmpire), Vipe Desai (SIMA)
 - Staff Present: Michelle Devine, John Urdi, Nicole Llido, Clara Tsang, Christy Hill, Sophia Valdivia, Heather Saez, Mary Damiano
 - City of HB Guests: Kriss Casanova
 - Other Guests: Lt. Chris Nesmith, HBPD
- III. Announcement of Late Communications: Brian Smith introduced Lt. Chris Nesmith from HBPD. The lietenant is the representative for the Downtown Resort District and works Monday through Thursday daytime hours.
- 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
 - a. Latest TOT/TBID Reports: November 2025
 - b. CBRE/PKF/STR Reports: January 2025
 - c. Latest Financials: October 2025
 - d. Approval of previous minutes: November 18, 2025

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- e. Consent Agenda approval motioned by Dawn McCormack, seconded by Sheik Sattaur, motion passed unanimously.

VI. Chairman's Report (Simpson): None

VII. President & CEO Update (John Urdi): VP of Marketing search is underway. Currently seeking proposals for a brand assessment study.

VIII. FY 25-26 Mid-Year Report (VHB Staff): Report presented by department heads. See packet.

IX. Strategic Plan Process Update (Llido): Listening sessions with the Board and with stakeholders will be held in February. Be on the lookout for the email invitation to RSVP.

X. Brief Department Updates:

- a. Presentation given by Sophia Valdivia regarding accessibility 25-26 TEP Project. VHB and the City of HB will be working with Kulture City to provide neurodiversity training for HBPD, Fire, Marine Safety, and other City staff, along with partner hotels and businesses.

XI. Adjournment at 3:52 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

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 Deanna Mote at deanna@surfcityusa.com or (714) 969-3492.