

Visit Huntington Beach
Executive Committee Meeting
Thursday, June 20, 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. 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 Co-Chair Todd Szilagyi

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

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

Jennifer Williams (Pacific City)

Jon Benson (Hyatt Regency Resort & Spa)

Justin Simpson (Kimpton Shorebreak HB Resort)

Paul Maddison (Paséa Hotel and Spa)

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

Sheik Sattaur (US Bank)

Todd Szilagyi (Best-VIP Chauffeured Worldwide)

VHB employees present: K. Miller, N. Llido, O. Holmes, H. Saez, S. Valdivia, M. Devine, C. Tsang, D. Mote

III. Announcement of Late Communications: None at this time

IV. Public Comments – Chairperson (limited to 3 minutes/person): None at this time
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 - April 2024 - **Presented by N. Llido**
- b. CBRE/PKF/STR Reports - May 2024
- c. Current Financials: **None at this time, will be presented at next full board on 6/25**
- d. Approval of previous minutes: 5/16/2024

Motion to approve Consent Agenda made by J. Williams 2nd by S. Sattaur. Yes Votes: 5, No Votes: 0, Abstain: 0. Motion passed.

VI. Chairman's Report (Simpson)

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VII. President & CEO Agenda Items (Miller)

- a. TBID Modification Update
- b. Draft FY 2024-25 VHB Annual Budget (Full team) - **Marketing top trends and observations/value added through additional programming incentives by O. Holmes. Sales review by M. Devine. Visitor Experience Specialist main priorities by H. Saez. Advocacy and Operations review by N. Llido.**

Motion to approve draft budget made by: J. Williams 2nd by J. Benson. Yes votes: 5, No votes: 0, Abstain: 0 Motion Passed.

- c. VHB Finance & Operations Task Force Report and LA 28 Update and Vote on Long Term Plan **Discussion re: Review of proposed banking changes from First Bank to US Bank. Continued support of large-scale events in surfing, airshow, LA28, etc. LA28 deliverables may include opportunities to offset costs of potential satellite village and associated accommodations, support and supplement LA28's workforce staffing efforts, explore delivery of a "fan fest"/and or live site in support of the Games.**

Motion to approve future financial commitments up to the amounts specified in the board packet insert titled "Possible Future LA28 Financial Commitments" (see attached) made by S. Sattaur 2nd by J. Williams. Yes votes: 5, No votes: 0, Abstain: 0. Motion Passed.

Motion to approve moving forward with US Bank made by: J. Williams 2nd by J. Benson. Yes votes: 5, No votes: 0, Abstain: 0. Motion Passed.

- d. VHB Leadership Development Task Force Report - **Review of open board member seats and proposed new members.**
- e. VHB Strategic Plan Review (in Sept 2024) - **The Strategic Plan Review is scheduled to take place on September 25th, during the Board of Directors Meeting.**

VIII. Brief Department Updates: **Highlight of new visitor guide by K. Miller.**

IX. Adjournment: **4:15pm**

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Key dates to remember:

June 2024

- Executive Committee Meeting-End of FY 23/24: Thursday, June 20, 3:00 - 4:00pm
- Board of Directors Meeting-End of FY 23/24: Tuesday, June 25, 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

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

Tourism Builds Community