

**Visit Huntington Beach  
Board of Directors Meeting**

Thursday, January 16, 2025

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 Todd Szilagyi, Vice Chair, at 3:00 pm
- II. Roll Call:
  - Present: Brett Barnes (Duke's HB), Chris DeGuzman (Hotel HB), Debbie Killey (Republic Services), Duke Dufresne (4 Sons Brewing), Janis Mantini (Individual at large), Jenn Williams (Pacific City), John Villa (Wetlands Conservancy), Jon Benson (Hyatt Regency), Justin Simpson (Kimpton Shorebreak), Kristi McKnight (Surf City Still Works), Marisa Unvert (John Wayne Airport), Meg Bernardo (World Surf League), Paul Maddison (Pasea Hotel), Paulette Fischer (Waterfront), Peter Townend (ActiveEmpire), Sheik Sattaur, Tim McGrath (Individual at large), Vipe Desai (SIMA)
  - Absent: Dawn McCormack (Timeless Treasures), Dean Torrence (Individual at large), Jeff Holson (Holson Properties), Todd Szilagyi (Best VIP)
  - Staff Present: Kelly Miller, Michelle Devine, Omark Holmes, Nicole Llido, Heather Saez, Clara Tsang
  - Guests: Kriss Casanova, City of HB
  - Observer via Zoom: Lt. Brian Smith (HBPD)
- III. Announcement of Late Communications
- IV. Public Comments – Chairperson (limited to 3 minutes/person):

*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 presented by Llido. Motion to approve by Sheik Sattaur. Second by John Villa. All approved. Motion passed.
  - a. Latest TOT/TBID Reports: October 2024
  - b. CBRE/PKF/STR Reports: November 2024
  - c. Latest Financials: N/A
  - d. Approval of previous minutes: November 20, 2024
- VI. Chairman's Report (Simpson)

**Visit Huntington Beach  
Board of Directors Meeting**

Thursday, January 16, 2025

3:00 p.m. - 4:00 p.m.

VHB Office

155 Fifth Street Suite 111

Huntington Beach, CA 92648

President & CEO Agenda Items

- a) VHB Tourism Enhancement Program Updates (City of HB and VHB): Board approval vote for an estimated \$110,000 to aid City's removal of parking lot light poles in front of HB Collection hotels to help HB book large group business meetings and special events utilizing beach parking lots.

Motion made by Tim McGrath. Second by Jennifer Williams. All approve. Motion passed.

- b) VHB Board and staff discussion about business forecast for 2025. Presentation of recent U.S. Travel forecast by Adam Sacks.

LA fires caused an initial wave of occupancy due to displaced residents. Few group cancellations due to fires. One group cancelled because attendees resided in fire affected areas. Some group business was picked up due to displacement from affected hotels. A few evacuees are still at the hotels, but most have departed. Board members with experience in Lahaina fires recommend waiting to deploy any support funding in order to allow VHB to be most strategic in rehabilitation efforts. It will take time to clear debris and create a rebuilding plan - at least 1 year, if not longer.

Current trend: Booking window has shortened to 2 months from 9 months. Request airlift effect of LA fires at LAX.

- c) Recent HB wins. Tabled due to time.
- d) Marketing campaign updates made by Holmes. See presentation in packet.
- e) LA28 Update made by Miller. Fires have pushed back decision timeline to later in April.
- f) Recent VHB team additions. Davis Donohoo, Director of National Accounts, joins VHB as the first fully remote employee, based in Orlando, FL. She will be covering the eastern seaboard for the Group Sales department. Christy Hill is the new Executive Operations Assistant and will be overseeing facilities while supporting the senior team, especially Kelly and Nicole in Operations.

VII. Brief Department Updates by staff. See attachment in packet.

VIII. Adjournment at 4:11 pm

**Visit Huntington Beach  
Board of Directors Meeting**

Thursday, January 16, 2025

3:00 p.m. - 4:00 p.m.

VHB Office

155 Fifth Street Suite 111

Huntington Beach, CA 92648

*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](mailto:deanna@surfcityusa.com) or (714) 969-3492.*