

**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. 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.

AGENDA

- I. Call to Order and Antitrust Reminder (see reverse) by Chairman of the Board: Justin Simpson
- II. Roll Call:

Brett Barnes (Duke's HB)	Jenn Williams (Pacific City)	Paul Maddison (Pasea Hotel)
Lt. Brian Smith (HBPd)	John Villa (Wetlands Conservancy)	Paulette Fischer (Waterfront)
Chris DeGuzman (Hotel HB)	Jon Benson (Hyatt Regency)	Peter Townend (ActiveEmpire)
Dawn McCormack (Timeless Treasures)	Justin Simpson (Kimpton Shorebreak)	Sheik Sattaur
Dean Torrence (Individual at large)	Kristi McKnight	Tim McGrath (Individual at large)
Debbie Killey (Republic Services)	Marisa Unvert (John Wayne Airport)	Todd Szilagyi (Best VIP)
Duke Dufresne (4 Sons Brewing)	Meg Bernardo (World Surf League)	Vipe Desai (SIMA)
Janis Mantini (Individual at large)		
- 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 (Llido)
 - a. Latest TOT/TBID Reports - October 2024
 - b. CBRE/PKF/STR Reports - November 2024
 - c. Current Financials -
 - 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

VII. 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.
- b. Marketing Campaign Updates (Holmes)
- c. Recent HB wins (Staff)
- d. VHB Board and staff discussion about business forecast for 2025 (U.S. Travel recent forecast by Adam Sacks): Board and Staff
- e. LA28 update (Miller)
- f. Recent VHB team additions (Devine and Llido)

VIII. Brief Department Updates

IX. Adjournment

Key dates to remember

February 2025

- Executive Committee Meeting: Thursday, February 20, 2025, 3 pm - 4 pm

March 2025

- Executive Committee Meeting: Thursday, March 13, 2025, 3 pm - 4 pm
- VHB Board Meeting: Thursday, March 20, 2025, 3 pm - 4 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 or (714) 969-3492.