

**Visit Huntington Beach
Executive Committee Meeting**

Tuesday, January 24, 2023

3:00 p.m. – 4:00 p.m.

Via Zoom or VHB Office

155 Fifth Street Suite 111

Huntington Beach, CA 92648

Join Zoom Meeting

Web link: <https://zoom.us/j/91672018168?pwd=WUFpUHd1eDc5K2Q2VXRrbE1CVitPUTo9>

Zoom Phone: (669) 900-6833

Meeting ID: 916 7201 8168

Passcode: 058314

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 Chair Justin Simpson
- II. Roll Call:
 - Justin Simpson (Kimpton Shorebreak HB Resort)
 - Paulette Fischer (The Waterfront Beach Resort, a Hilton Hotel)
 - Paul Maddison (Paséa Hotel and Spa)
 - Janis Mantini (Individual-at-large with interest in tourism)
 - Peter Rice (The Hyatt Regency Resort & Spa)
 - Todd Szilagyi (Best-VIP Chauffeured Worldwide)
 - Sheik Sattaur (Union Bank)
- 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 (Simpson and Miller)
 - a. Latest TOT / TBID Reports
 - b. CBRE/PKF / STR Reports
 - c. Current Financials, if available
 - d. Approval of previous minutes
- VI. Chairman's Report (Simpson)
- VII. Update on Filling Board Vacancies and Vote to Confirm Two Candidates (Llido)

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VIII. Strategic Plan Process Update (Llido)

IX. President & CEO Agenda Items (Miller)

- a. General discussion: Thoughts on Jan-Jun 2023 visitors' demand for HB
- b. Specific VHB efforts to increase visitor demand for overnight stays in HB in 2023
- c. Estimating long term visitor demand and DMO funding analysis for next 5 and 10 years. Vote to engage Tourism Economics to conduct this research.
- d. Recap of visitor tracking impacts of four HB special events (US Open of Surfing, Pacific Airshow, 4th of July and ISA 2022 World Surfing Games)
- e. Special events working guidelines for special events.
- f. Possible licensee prospect to use Surf City USA brand

X. Brief Department Updates

XI. Adjournment

Key dates to remember:

January 2023

- Board of Directors Meeting: Tuesday, January 31, 3:00 PM – 4:00 PM, VHB Conference Room

February 2023

- Executive Committee Meeting: Thursday, February 23, 3:00 PM – 4:00 PM, VHB Conference Room

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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.