

**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](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 Chair Justin Simpson **at 3:06pm**

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)  
**Jennifer Williams** (Pacific City)

All highlighted names present.

VHB staff attending: Kelly Miller, Omark Holmes, Nicole Llido, Jennifer Tong, Susan Valen, Deanna Mote

III. Announcement of Late Communications - **None**

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 (Simpson and Miller)

- a. Latest TOT / TBID Reports
- b. CBRE/PKF / STR Reports
- c. Current Financials, if available
- d. Approval of previous minutes

**Visit Huntington Beach  
Executive Committee Meeting**

Tuesday, January 24, 2022

3:00 p.m. – 4:00 p.m.

Via Zoom or VHB Office

155 Fifth Street Suite 111

Huntington Beach, CA 92648

Web link: <https://zoom.us/j/91672018168?pwd=WUFpUHd1eDc5K2Q2VXRrbE1CVitPUT09>

Zoom Phone: (669) 900-6833

Meeting ID: 916 7201 8168

Passcode: 058314

**Motion to approve Consent Agenda made by Justin Simpson. 2<sup>nd</sup> by Sheik Sattaur. Yes – 5 Votes. No – 0 Votes. Abstain – 0 Votes. Motion Approved.**

VI. Chairman's Report (Simpson)

VII. Update on Filling Board Vacancies and Vote to Confirm Two Candidates (Llido)

**Motion to confirm two new board candidates: Sachin Amin (Comfort Suites) and Duke Dufresne (4 Sons) made by Justin Simpson. 2<sup>nd</sup> by Janis Mantini. Yes – 5 Votes. No – 0 Votes. Abstain – 0 Votes. Motion Approved.**

VIII. Strategic Plan Process Update (Llido) – **Went through process and timeline.**

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.

**Motion to approve \$35,000 for Tourism Economics Forecast and Visitor Demand Outlook made by Jennifer Williams. 2<sup>nd</sup> by Janis Mantini. Yes – 5 Votes. No – 0 Votes. Abstain – 0 Votes. Motion Approved.**

- d. Recap of visitor tracking impacts of four HB special events (US Open of Surfing, Pacific Airshow, 4<sup>th</sup> of July and ISA 2022 World Surfing Games) **Topic tabled for next meeting due to time restraints.**
- e. Special events working guidelines for special events. **Topic tabled for next meeting due to time restraints.**
- f. Possible licensee prospect to use Surf City USA brand. **Topic tabled for next meeting due to time restraints.**

X. Brief Department Updates

XI. Adjournment **at 4:27pm**

**Key dates to remember:**

**January 2023**

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

**Visit Huntington Beach  
Executive Committee Meeting**

Tuesday, January 24, 2022

3:00 p.m. – 4:00 p.m.

Via Zoom or VHB Office

155 Fifth Street Suite 111

Huntington Beach, CA 92648

Web link: <https://zoom.us/j/91672018168?pwd=WUFpUHd1eDc5K2Q2VXRrbE1CVitPUT09>

Zoom Phone: (669) 900-6833

Meeting ID: 916 7201 8168

Passcode: 058314

**February 2023**

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

*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.*