

**Visit Huntington Beach  
Executive Committee Meeting**

Wednesday, January 26, 2022

3:30 p.m. – 4:30 p.m

Via Zoom or VHB Office

155 Fifth Street Suite 111

Huntington Beach, CA 92648

Join Zoom Meeting

Web link: <https://us02web.zoom.us/j/86331121820?pwd=OE0wVUY4Rlg0dIhIWmNtUU4xSm5HZz09>

Zoom Phone: (669) 900-6833

Meeting ID: 863 3112 1820

Passcode: 869018

*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 330pm
- II. Roll Call:
  - Fischer (The Waterfront Beach Resort, a Hilton Hotel), Maddison (Paséa Hotel and Spa), Mantini (Individual-at-large with interest in tourism), Rice (The Hyatt Regency Resort & Spa), Simpson (Kimpton Shorebreak HB Resort), Thompson (First Bank)
  - VHB Staff: Kelly Miller, Nicole Llido, Omark Holmes, Jennifer Tong, Heather Saez
  - Other attendees: Sean Crumby, Kriss Casanova, Chau Vu
- III. Announcement of Late Communications
- 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 (Nicole Thompson, Treasurer and Kelly Miller)
  - a. Latest TOT / TBID Reports
  - b. CBRE/PKF / STR Reports
  - c. Current Financials, if available
  - d. Approval of previous minutes

**Motion to accept the Consent Agenda made by Simpson. Seconded by Rice.** Yes votes: Fischer, Maddison, Mantini, Rice, Simpson, Thompson. No votes: none. Abstain: none. **Motion approved.**

**Visit Huntington Beach  
Executive Committee Meeting**

Wednesday, January 26, 2022

3:30 p.m. – 4:30 p.m

Via Zoom or VHB Office

155 Fifth Street Suite 111

Huntington Beach, CA 92648

Join Zoom Meeting

Web link: <https://us02web.zoom.us/j/86331121820?pwd=OE0wVUY4Rlg0dIhWmNtUU4xSm5HZz09>

Zoom Phone: (669) 900-6833

Meeting ID: 863 3112 1820

Passcode: 869018

VI. Chairman's Report (Simpson)

VII. President & CEO Agenda Items (Miller)

- a. New VHB Director of Sales hiring. Susan Valen will start on 1/31/22. Susan brings a DMO and hotel background as well as non-profit experience. 120+ people applied for the position and 3 candidates met with the entire VHB team.
- b. Brief progress report: First 6 months of FY production status report, VHB program of work. (Miller) CA travel spending estimated to rebound by 2023-2024, group is lagging behind. Travel sentiment remains high. (Holmes) We maintained hyper local and drive market marketing because of pandemic. We are in the middle of our soft season campaign, which is 20% above our expectations. Paid dollars are covering soft season leisure, Show Your HB Love, 12 Blocks of Cheer, National Travel & Tourism Week, and the Visit CA co-op, which translated to 6,300 room nights. (Tong) We have been hosting influencers and media and the focus is DEI and special events. (Holmes) The new website beta will launch in May, just in time for IPW in June. Official launch is in July. Film inquiries continues, 10% less than pre-covid. We are working with the city on the film permitting process and are updating our film gallery. Sophia will be attending a film trade show. (Llido) Our partners are showing increased engagement with us. The Partner Education Series continues and the social media related topics are doing the best. 3 out of 4 of our walking tours have sold out. The Visitor Experience Specialists connect with partners once a week to talk to them about VHB. Community engagement is ongoing for the whole staff and we have reached 653 engagements. (Miller) Stumpy's Hatchet House gained 300 new followers from one of our social posts. Group Sales is surpassing established goals. With Susan coming on board, we will be touching base with all meeting planners we have made contact with in the past.
- c. COVID intel and market demand observations moving forward through Winter/Spring 2022
- d. Update on discussions with City of HB on CIRCUIT shuttle service. Circuit started last July and receives 10k riders per month. The City has asked us if we can provide \$10k per month through June 30<sup>th</sup> to allow time to ramp up during spring break and apply for larger funding sources and grant applications which will hopefully expand the program to add more cars and go further. (Llido) We used to spend \$40k in marketing and \$50k in operational costs for the Surf City USA Shuttle. (Simpson) Will the \$10k be workable with current operating budget or will this be additional expense? (Miller) I would suggest it come from existing operating or reserves.

**Motion to approve the \$10k of monthly funding for Circuit made by Simpson. Seconded by Mantini.** Yes votes: Fischer, Maddison, Mantini, Rice, Simpson, Thompson. No votes: none. Abstain: none. **Motion approved.**

- e. Review of Pres & CEO FY 21-22 stretch goals (Simpson & Miller)

**Visit Huntington Beach  
Executive Committee Meeting**

Wednesday, January 26, 2022

3:30 p.m. – 4:30 p.m

Via Zoom or VHB Office

155 Fifth Street Suite 111

Huntington Beach, CA 92648

Join Zoom Meeting

Web link: <https://us02web.zoom.us/j/86331121820?pwd=OE0wVUY4Rlg0dIhiWmNtUU4xSm5HZz09>

Zoom Phone: (669) 900-6833

Meeting ID: 863 3112 1820

Passcode: 869018

VIII. Adjournment at 423pm

**Key dates to remember:**

February 2022

- Full Board Meeting: Tuesday, February 1, 3:30 PM – 4:30 PM
- Executive Committee Meeting: Wednesday, February 23, 3:30 PM – 4:30 PM

March 2022

- Full Board Meeting: Tuesday, March 1, 3:30 PM – 4:45 PM
- Executive Committee Meeting: Wednesday, March 23, 3:30 PM – 4:30 PM

April 2022

- Executive Committee Meeting: Wednesday, April 20, 3:30 PM – 4:30 PM
- Full Board Meeting: Tuesday, April 26, 3:30 PM – 4:45 PM

May 2022

- Executive Committee Meeting: Wednesday, May 25, 3:30 PM – 4:30 PM

June 2022

- Full Board Meeting & Budget Presentation: Tuesday, June 14, 3:30 PM – 5:00 PM

**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*

**Visit Huntington Beach  
Executive Committee Meeting**

Wednesday, January 26, 2022

3:30 p.m. – 4:30 p.m

Via Zoom or VHB Office

155 Fifth Street Suite 111

Huntington Beach, CA 92648

Join Zoom Meeting

Web link: <https://us02web.zoom.us/j/86331121820?pwd=OE0wVUY4Rlg0dIhIWmNtUU4xSm5HZz09>

Zoom Phone: (669) 900-6833

Meeting ID: 863 3112 1820

Passcode: 869018

- 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 Nicole Llido at [nicole@surfcityusa.com](mailto:nicole@surfcityusa.com) or (714) 969-3492.*