

**Visit Huntington Beach
Executive Committee Meeting
Thursday, January 15, 2026
3:00 p.m. to 4:00pm
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 John Urdi, VHB President/CEO, at (714) 969-3492 or JohnU@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 Justin Simpson at 3:03 pm
- II. Roll Call:
 - In attendance: Janis Mantini (Individual-at-large with interest in tourism), Justin Simpson (Kimpton Shorebreak HB Resort), Paulette Fischer (The Waterfront Beach Resort, a Hilton Hotel), Sheik Sattaur (Automatic Data Processing), Vipe Desai (SIMA)
 - Not in attendance: Jon Benson (Hyatt Regency Resort & Spa), Paul Maddison (Paséa Hotel and Spa), Jennifer Williams (Pacific City)
 - Guests: Kriss Casanova (City), Ashley Wysocki (City), Glenn Brumage (HBISM), PT Townend (HBISM)
 - VHB attendees: Nicole Llido, Clara Tsng, Sophia Valdivia, Heather Saez, Michelle Devine, Christy Hill, John Urdi
- III. Announcement of Late Communications - None
- IV. Public Comments – Chairperson (limited to 3 minutes/person) - None
- V. Consent Agenda (VHB Staff):
 - a. Latest TOT/TBID Reports - October 2025
 - b. CBRE/PKF/STR Reports - November 2025
 - c. Current Financials - September 2025
 - d. Approval of previous minutes - November 13, 2025

Motion to approve the Consent Agenda by Sheik Sattaur. Second by Justin Simpson. All approved, motion passed.
- VI. Chairman’s Report (Simpson) - None
- VII. President & CEO Update (Urdi) - Urdi’s first day was January 5 and he is continuing to onboard. VHB contacted Winner Partners to begin the VP of Marketing search.
- VIII. International Surfing Museum Presentation and Vote (Townend) - Presentation by Glenn Brummage and PT Townend regarding HBISM plans for upcoming WSL50 anniversary exhibit and potential co-

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1:00 p.m. - 2:00 p.m.
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location with Main Street Library. Requested to release FY 25-26 TEP funds to HBISM on a quarterly basis. Justin Simpson motioned to approve a \$20,000 per quarter disbursement using the previously allocated Tourism Enhancement Program funds for an Improved HBISM in Preparation for LA28. Janis Mantini seconded. The program funding passed unanimously.

- IX. HB Pier Lights Update and Vote (Casanova, City of HB) - Motion by Justin Simpon to approve the Pier Illumination Project of \$80,000, using funds from the Beach Event Infrastructure and Walkability TEPs for FY 25-26. Janis Mantini seconded. The program funding passed unanimously.
- X. LA28 Reserve Bank Account Discussion and Vote (Llido) - There is just under \$1 million in this account. Board wants to keep current funds reserved for LA28 business incentives and LA28-related signature events and discontinue adding to the fund. Interest will continue to accrue. VHB staff to work with US Bank representatives to create multiple accounts within the FDIC \$250k insurance limit. Further exploration and discussion needed regarding potential LA28 business incentives and signature events. No vote taken.
- XI. Adjournment at 4:10 pm