

**Visit Huntington Beach
Executive Committee Meeting**

Thursday, January 21, 2021

3:00 p.m. – 4:15 p.m

Via Zoom

Join Zoom Meeting

Web link: <https://us02web.zoom.us/j/83741662910?pwd=R29MdVFhVDFSM2VIOEI2cUFPWVNIZz09>

Click on link above or go to the Zoom home page:

Zoom Phone: (669) 900-6833

Meeting ID: 837 4166 2910

Passcode: 302306

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.

MINUTES

- I. Call to Order and Antitrust Reminder (*see reverse*) by Chair Justin Simpson at 301pm.
- 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), Szilagyi (Best-VIP Chauffeured Worldwide), Thompson (First Bank)

Guests present:
Visit Huntington Beach Staff: John Ehlenfeldt, Omarr Holmes, Nicole Llido, Jennifer Tong, and Heather Saez
City of Huntington Beach representatives: Mayor Kim Carr and Steve Holtz
- 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 (Nicole Thompson, Treasurer)
 - a. Latest TOT / TBID Reports
 - b. CBRE/PKF / STR Reports
 - c. Current Financials, if available
 - d. Approval of previous minutes
 - o Executive Committee meeting: December 10, 2020

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Motion to accept the consent agenda made by Justin Simpson. Seconded by Paulette Fischer. Yes votes: Paulette Fischer, Paul Maddison, Janis Mantini, Peter Rice, Justin Simpson, Todd Szilagyi, Nicole Thompson. No votes: none. Abstain: none. Motion passed.

VI. Action items: Vote to approve COVID-19 relief funds

- a. Motion: Authorize acceptance of \$150,000 EIDL (Economic Injury Disaster Loan)
 - i. Nicole Thompson asked if this is this from last year. John Ehlenfeldt responded with yes, the original loan requirements did not state that proof of board approval was needed.

Motion to approve the acceptance of \$150,000 EIDL made by Justin Simpson. Seconded by Janis Mantini. Yes votes: Paulette Fischer, Paul Maddison, Janis Mantini, Peter Rice, Justin Simpson, Todd Szilagyi, Nicole Thompson. No votes: none. Abstain: none. Motion passed.

- b. Motion: Authorize establishment of bank account at Union Bank for PPP loan application.
 - i. Nicole Llido: VHB is working with Sheik Sattaur at Union Bank to apply for the PPP loan. A starting amount of \$1,000 will be used to establish a bank account.

Motion to approve the establishment of a bank account at Union Bank for PPP loan application made by Nicole Thompson. Seconded by Justin Simpson. Yes votes: Paulette Fischer, Paul Maddison, Janis Mantini, Peter Rice, Justin Simpson, Todd Szilagyi, Nicole Thompson. No votes: none. Abstain: none. Motion passed.

- c. Motion: Authorize application and acceptance of PPP (Paycheck Protection Act) loan of up to \$2 million
 - i. Nicole Llido: Our goal is to spend the loan within the first 8 weeks so we are able to apply for the 2nd round before the window closes.

Motion to approve the application and acceptance of PPP loan made by Janis Mantini. Seconded by Todd Szilagyi. Yes votes: Paulette Fischer, Paul Maddison, Janis Mantini, Peter Rice, Justin Simpson, Todd Szilagyi, Nicole Thompson. No votes: none. Abstain: none. Motion passed.

VII. Chairman's Report (Simpson)

Justin Simpson does not have any new information to report. Nicole Llido: US travel webinar reports that the vaccine might not be distributed to the majority of the population until next year.

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VIII. President & CEO Updates (John Ehlenfeldt)

- a. VHB met with City Council to discuss VHB efforts on COVID-19 recovery, including sales and marketing plans.
- b. WSL is committed to doing all it can to hold the US Open in early August this year.
- c. VHB continues to work with Downtown BID on a variety of projects to leverage recovery once it begins.
- d. CalTravel has raised \$125k from members to retain BCF (a SAC based PR firm who successfully won the Uber/Lyft proposition ballot initiative) on a strategic communication plan aimed at raising awareness with the Gov and other elected officials on the need to provide the visitor industry with guidelines and related timetable for reopening CA for travel, group meetings, etc.
- e. CalTravel is lobbying for legislation to provide a \$45 million stimulus to Visit California to jump-start travel in our state. Several legislators will be sponsoring legislation to hopefully approve these much needed funds for Visit CA (once the travel spigot is turned back on).
- f. The CalTravel Summit (CTS) is still being planned for September 12-14, 2021 at the Pasea Hotel and Spa. This will likely be the first time since the pandemic hit that our industry in CA meets in person.

IX. Brief Department Updates

- a. Marketing (Omark Holmes)
 - a. Content is king. We are paying attention to what people are searching for on our website and creating content according to those searches.
 - b. Social media engagement continues to grow, with a 3% growth in engagement in all platforms but LinkedIn.
 - c. Paid social media posts are trending upwards.
 - d. We are working with our agency of record to create paid media buys and we are currently reviewing the creative. We are expecting to finalize this mid-February to launch the paid campaign mid-February or early March and run through June. Our timing aligns with what Visit California is doing.
 - e. We are also working on a research alignment project with Tourism Economics and Corragio Group to gather insight for our priorities over the next 2 years. We are in

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discussion with Visit Newport Beach and Visit Anaheim to do a co-op and spread the cost.

- b. PR (Jennifer Tong)
 - a. Relaunched our Meltwater subscription to monitor news coverage.
 - b. Engaging with SoCal PR reps to discuss trends.
 - c. Our Visitor Guide is slated to print in winter or spring with a theme of “Rediscover Your Glow” and “Travel Responsibly.”
- c. Travel Trade (Jennifer Tong)
 - a. We have the 12 Blocks of Cheer results, which launched over the holidays and helped to promote local businesses. The campaign highlighted packages, events, and photo opportunities.
- d. Film (Jennifer Tong)
 - a. Filming was shut down at the beginning of January due to the spike in COVID-19 cases. Sophia is still vetting leads and working with location scouts.
- e. Sales (John Ehlenfeldt)
 - a. Virtual fam video projects are going forward and we just finalized scripts and storyboards.
 - b. The group sales newsletter is being sent out on a monthly basis.
 - c. The Ultimate Frisbee Championships date has changed to April 2-9, 2022 and will be held on State Beach.
 - d. Sharing the 2021-2022 contracting process for Olympics. Venues should be chosen in 2022.
- f. Visitor & Partner Services (Heather Saez)
 - a. The Partner Education Series started with Social Media 101. 43 partners RSVP'd and will receive a link to watch the recording in case they couldn't make it to the live event. The Facebook Group for partners also launched and we currently have 25 members. Due to recent changes in restrictions, the Open for Business and 12 Blocks of Cheer maps were updated accordingly.
- g. Operations (Nicole Llido)
 - a. The audit is complete and now we are starting tax returns. Also working on the PPP loan.

Justin Simpson to John Ehlenfeldt: What is the group sales department working on right now? John Ehlenfeldt: We are making sure we stay on top of mind with those in our current database. We are sending out correspondence to HelmsBriscoe to let them know what is happening in Huntington Beach. We participate in a monthly DMO sales zoom call so we know what our competition in Southern California is doing. We are targeting the drive market, pharmaceutical, medical, and automotive industries with information about clean & safe practices and keeping the line of communication open. Working with existing booked programs and trying to keep them from cancelling. We are changing the narrative for calls and emails that come in regarding protests and

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negative publicity. We are working on partnering with in-house physicians that would be able to provide rapid testing for meetings and events, and they are offering to explain how the service works during the site inspection.

Justin Simpson: What is the feedback on determining a booking decision on the destination? John

Ehlenfeldt: We are not hearing feedback that they won't come here because of a protest, but some planners say it is concerning and might ask us how much of a concern it is. We talk about the things we are doing in the destination and point out that Huntington Beach has a spotlight because of our pier and Pier Plaza, which are wonderful meeting places for protests. Other local destinations don't have such a thing.

Nicole Thompson: Any talk about the Super Bowl next year and how to get visitors from Inglewood?

John Ehlenfeldt: This is something we can look into and go after. Todd Szilagy mentioned he has already seen transportation requests from 3rd parties, one party represents NBC and another is an out of state transportation company.

X. Adjournment at 347pm.

Key dates to remember:

January 2021

- Full Board Meeting: Wednesday, Jan 27, 3:00 PM – 4:30 PM (6-month Budget Presentation)

February 2021

- Executive Committee Meeting: Wednesday, Feb 24, 3:00 PM – 4:00 PM

March 2021

- Executive Committee Meeting: Thursday, March 25, 3:00 PM – 4:00 PM
- Full Board Meeting: Tuesday, March 30, 3:00 PM – 4:15 PM

April 2021

- Executive Committee Meeting: Thursday, April 29, 3:00 PM – 4:00 PM

May 2021

- Executive Committee Meeting: Wednesday, May 26, 3:00 PM – 4:00 PM

June 2021

- Executive Committee Meeting: Thursday, June 10, 2:30 PM – 3:45 PM (FY 20-21 budget presentation)
- Full Board Meeting: Tuesday, June 15, 3:00 PM – 4:30 PM

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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

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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 or (714) 969-3492.

Tourism Builds Community