

**Visit Huntington Beach
Board of Directors Meeting**

Tuesday, January 30, 2024

3:00 p.m. – 4:00 p.m.

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 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 @ **3:15pm**
- II. Roll Call: **All highlighted and underlined members present in person.**

Brett Barnes (Duke's HB)	<u>Justin Simpson (Kimpton Shorebreak)</u>	Peter Townend (ActiveEmpire)
Dawn McCormack (Timeless Treasures)	<u>Kevin Elliott (Code Four)</u>	<u>Peter Truxaw (Mama's on 39)</u>
<u>Dean Torrence (Individual at large)</u>	<u>Marisa Unvert (John Wayne Airport)</u>	<u>Sheik Sattaur (Union Bank)</u>
<u>Debbie Killey (Republic Services)</u>	<u>Meg Bernardo (World Surf League)</u>	Tim McGrath (Individual at large)
Duke Dufresne (4 Sons Brewing)	<u>Mike Ali (Zach's)</u>	Todd Szilagy (Best VIP Chauffeured)
<u>Janis Mantini (Individual at large)</u>	Paul Maddison (Pasea Hotel)	
<u>Jenn Williams (Pacific City)</u>	Paulette Fischer (Hilton Waterfront)	
John Villa (Wetlands Conservancy)	<u>Peter Rice (Hyatt Regency)</u>	
- III. Announcement of Late Communications: **No late communications.**
- IV. Public Comments – Chairperson (limited to 3 minutes/person): **No public comments at this time.**

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 VHB Staff)
 - a. Introduction of Michelle Devine, VHB's new VP of Sales, CMDE, CMM, HMCC
 - b. Latest TOT/TBID Reports - **(Lido)Nov 2023**
 - c. **Review of Nov 2023 financials.**
 - d. CBRE/PKF/STR Reports - **(Lido) Dec 2023**
 - e. Approval of previous minutes: **10/24/2023**

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Motion to approve Consent Agenda made by: Sheik. 2nd by Justin. Yes Votes 12. No Votes 0. Abstain 0. Motion Approved.

VI. Chairman's Report (Simpson) **No report at this time.**

VII. President & CEO Agenda Items

- a. LA28 decision update and Paris 2024 messaging opportunities **(Miller)**
VHB to have presence at Paris 2024. HB in good standing for LA28 activations. Upcoming review to include timeline, cost estimates, security, transportation, etc.
- b. Update on proposed TBID modification **(Miller)**
Discussion included refresher on 4% to 6% TBID increase. Best long-term solution to compete with neighboring DMO's. Review of funding history. Open discussion on long term vision and timing with city government, brand awareness and loyalty, concessions.
- c. Surf City USA Shopify project **(Holmes)** **Retail merchandise site has switched from Square to Shopify.**
- d. New creative and early ROI **(Holmes)** **Update on marketing campaign, which is running well and performing beyond expectations.**

VIII. Brief Department Updates - **Packet insert included for detailed department updates.**

IX. Adjournment @ **4:34pm**

Key dates to remember:

February 2024

- Executive Board Committee Meeting: Wednesday, February 21, 3:00pm – 4:00pm

March 2024

- Executive Board Committee Meeting: Thursday, March 21, 3:00pm – 4:00pm
- Board of Directors Meeting: Tuesday, March 26, 3:00pm – 4:00pm

April 2024

- Executive Board Committee Meeting: Thursday, April 18, 3:00pm – 4:00pm

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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.