

**Visit Huntington Beach  
Board of Directors Meeting**

Tuesday, January 31, 2023

3:00 p.m. – 4:00 p.m.

VHB Office or Via Zoom

155 Fifth Street Suite 111

Huntington Beach, CA 92648

**Join Zoom Meeting**

Web: <https://zoom.us/j/97346499509?pwd=RUxueWNrcGttRUoyY0tqM0h2anYOUT09>

Zoom Phone: (669) 900-6833

Meeting ID: 973 4649 9509

Passcode: 711030

*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.

**AGENDA**

- I. Call to Order and Antitrust Reminder (*see reverse*) by Chair Justin Simpson
- II. Roll Call:

Justin Simpson (Kimpton Shorebreak)	Meg Bernardo (World Surf League)	Marisa Unvert (John Wayne Airport)
Paulette Fischer (Hilton Waterfront)	Debbie Killey (Republic Services)	Jenn Williams (Pacific City)
Paul Maddison (Pasea Hotel)	Dawn McCormack (Timeless Treasures)	John Villa (Wetlands Conservancy)
Janis Mantini (Individual at large)	Sheik Sattaur (Union Bank)	Tim McGrath (Golden West College)
Peter Rice (Hyatt Regency)	Dean Torrence (Individual at large)	Kevin Elliott (Code Four)
Todd Szilagyi (Best VIP Chauffeured)	Peter Townend (ActiveEmpire)	Mike Ali (Zach's)
Brett Barnes (Duke's HB)	Peter Truxaw (Mama's on 39)	
- III. Announcement of Late Communications
- IV. Public Comments — Chairperson (limited to 3 minutes/person):

*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. Vote to elect new VHB Board Members to fill vacant seats: Sachin Amin (Comfort Suites) and Duke Dufresne (4 Sons)
- VI. Consent Agenda (Simpson, Miller and Llido)
  - a. Latest TOT / TBID Reports
  - b. CBRE/PKF / STR Reports
  - c. Current Financials, if available
  - d. Approval of previous minutes

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VII. Strategic Plan Process Update (Coraggio Group)

VIII. Chairman's Report (Simpson)

IX. President & CEO Agenda Items (VHB Staff)

- a. VHB performance overview for first six months of FY 2022-23
- b. Major anticipated trends for remainder of FY 2022-23 and VHB's plan to meet these trends and challenges
  - What's on the horizon for the visitor industry in 2023?
  - Quick snapshot by department on VHB's key program of work items to keep the Surf City USA destination brand front and center with potential visitors and clients.
  - Strategic initiatives critical for continued success
    - VHB Strategic Plan 2023-2025
    - *Tourism Economic* Forecast and Visitor Demand Outlook for next 5-10 years
    - Understanding visitor tracking impacts for signature special events
  - Update on Surf City USA licensing program

X. Brief Department Updates

XI. Adjournment

**Key dates to remember:**

**February 2023**

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

**March 2023**

- Board of Directors Meeting at John Wayne Airport: Thursday, March 22, 3:00PM – 4:00PM

**April 2023**

- Executive Committee Meeting: Tuesday, April 18, 3:00 PM – 4:00 PM

**April 2023**

- ***Board Strategic Guidance Retreat: Monday, April 3, 3 pm – 5 pm (We request all board members to attend)***
- Strategic Planning Session #1: Tuesday, April 4, 9 am – 1 pm (optional)
- Strategic Planning Session #2: Wednesday, April 5, 9 am – 1 pm (optional)

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- Strategic Planning Session #3: Tuesday, April 11, 9 am – 1 pm (optional)
- Strategic Planning Session #4: Wednesday, April 12, 9 am – 1 pm (optional)

**June 2023**

- VHB Tourism Summit: Wednesday, June 14, 3 pm – 6 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 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.*

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*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.*