

**Visit Huntington Beach  
Executive Committee Meeting Minutes**

Thursday, July 16, 2020

2:00 p.m. – 3:00 p.m.

Via Zoom

*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 regular meeting and 24 hours prior to each special 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 2:02 pm
- II. Vocal Roll Call. Committee Members Present:  
Fischer (The Waterfront Beach Resort, a Hilton Hotel), Leinacker (Paséa Hotel and Spa), Mantini (Individual-at-large with interest in tourism), Rice (The Hyatt Regency Resort & Spa), Simpson (Kimpton Shorebreak HB Resort), Solanki (Ocean Surf Inn & Suites), Szilagyi (Best-VIP Chauffeured Worldwide), Thompson (First Bank)  
  
Guests Present:  
Visit Huntington Beach Staff: Kelly Miller, John Ehlenfeldt, Susan Thomas, Nicole Llido, Brittany Tesmer, Jennifer Tong, Heather Saez, Sophia Valdivia
- III. Public Comments — Chairperson (limited to 3 minutes/person): **none**
- IV. Consent Agenda (Nicole Thompson, Treasurer and Kelly Miller)
  - a. Latest TOT / TBID Reports
  - b. CBRE/PKF / STR Reports
  - c. Current Financials not available
  - Motion to accept the Consent Agenda made by Justin Simpson. Seconded by Peter Rice. Yes votes: Paulette Fischer, Joe Leinacker, Janis Mantini, Peter Rice, Justin Simpson, Deven Solanki, Todd Szilagyi, Nicole Thompson. No votes: none. Abstain: none. Motion passed.
- V. President & CEO Updates (VHB Team)
  - a. Updates on effects of COVID-19 on visitor industry
    - Kelly Miller reported that the SurfCityUSA.com website traffic is back up to where it was pre-COVID, with close to 143,000 visitors in the month of June. Social media engagement also remains solid.
    - Kelly Miller also reported that Visit Huntington Beach received \$150k and \$10k for business interruption due to COVID, as well as \$300k in TOT from the City of Huntington Beach.
    - Susan Thomas presented the VHB Strategic Plan, Visit California Intel, Website Importance Study, and VHB Recovery Plan. No questions.
  - b. FY 2020 6-month budget revision (July 2020 – December 2020) and approval
    - John Ehlenfeldt presented the VHB Budget and Cash Flow Projection. No questions.

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- Motion to approve the 6-month budget made by Justin Simpson. Seconded by Janis Mantini.  
Yes votes: Paulette Fischer, Joe Leinacker, Janis Mantini, Peter Rice, Justin Simpson, Deven Solanki, Todd Szilagyi, Nicole Thompson. No votes: none. Abstain: none. Motion passed.

VI. Brief Department Updates: **none**

- a. Sales
- b. Marketing and PR
- c. Film & Travel Trade
- d. Visitor Services and Information Technology

- Kelly Miller brought up the subject of diversity and inclusion and requested thoughts on gathering a group of business leaders to discuss best practices, etc. Justin Simpson thinks this is a good idea to move forward with.

VII. Adjournment at 3:02 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 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.*