

**Visit Huntington Beach  
Board of Directors Meeting**

Tuesday, July 21, 2020

2:00 p.m. – 3:30 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 Todd Szilagyi at 2:00 pm
  
- II. Vocal Roll Call. Board Members Present:  
Barnes (Duke’s Huntington Beach), Bernardo (World Surf League), Fischer (Waterfront Beach Resort, A Hilton Hotel), Killey (Republic Services), McCormack (Timeless Treasures Boutique LLC), Patel (Quality Inn & Suites Huntington Beach ), Rice (Hyatt Regency Resort & Spa), Rogers (Rogers Marketing Services/ 5th & PCH), Sattaur (MUFJ Union Bank, N.A.), Szilagyi (Best-VIP Chauffeured Worldwide), Thompson (First Bank), Torrence (VHB Ambassador Emeritus), Townend (The ActivEmpire), Truxaw (Mama’s Restaurant on 39), Unvert (John Wayne Airport), Williams (DJM Capital)  
  
VHB Staff Members Present: Kelly Miller, John Ehlenfeldt, Susan Thomas, Nicole Llido, Brittany Tesmer, Jennifer Tong, Heather Saez, Sophia Valdivia
  
- III. Consent Agenda (Nicole Thompson, Treasurer and Kelly Miller)
  - a. Approval of previous Meeting Minutes
    - o Board Meeting - February 20, 2020
    - o Special Board Meeting - April 16, 2020
    - o Executive Committee Special Meeting - April 23, 2020
    - o Special Board Meeting - April 28, 2020
    - o Executive Committee Meeting - July 16, 2020
  - b. Latest TOT/TBID
  - c. Latest CBRE (PKF)/ STR Reports
  - Motion to approve the Consent Agenda made by Dawn McCormack. Seconded by Meg Bernardo. Yes votes: Bernardo, Killey, McCormack, Patel, Rogers, Sattaur, Szilagyi, Thompson, Torrence, Townend, Truxaw, Unvert, Williams. No votes: none. Abstain: none. Motion passed.
  
- IV. President & CEO Updates (Miller)
  - a. General discussion on effects of COVID on industry/community and recent statewide health and safety guidelines impact on remainder of 2020
    - o Peter Rice: Hyatt Regency HB is operating at a reduced occupancy to follow social distancing guidelines. As of Monday, July 27, 2020, all Hyatt properties within the US and Canada will require face masks to be worn in public spaces.

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- Kiran Patel: He is slowly seeing an uptick in occupancy since the partial shutdown over the 4<sup>th</sup> of July weekend. Most guests are arriving from Palm Springs, Nevada, and Arizona.
  - b. Susan Thomas presented the VHB Strategic Plan, Visit California Intel, Website Importance Study, and the VHB Recovery Plan. No questions.
  - c. John Ehlenfeldt presented the 6-month FY 2020-2021 budget (July 2020 – December 2020) and Cash Flow Projection. No questions.
  - Motion to approve the 6-month budget made by Dawn McCormack. Seconded by Peter Townend. Yes votes: Bernardo, Fischer, Killey, McCormack, Patel, Rice, Rogers, Sattaur, Szilagyi, Thompson, Townend, Truxaw, Unvert, Williams. No votes: none. Abstain: none. Motion passed.
  - d. Discussion of diversity and inclusion efforts
    - Kelly Miller: Recently, HB has been shown in a negative way and wants to showcase HB's history and not allow media to tell the story.
    - Sheik Sattaur: The Chamber has recently been in contact with a few minority/diverse business owners and will help take the lead on this discussion. He will send VHB a list of those businesses.
- V. City of Huntington Beach Update: none
- VI. Huntington Beach Chamber of Commerce Update:
  - a. Sheik Sattaur: The Chamber is going forward with a modified version of the Gala on August 28th. There will be a virtual option and a socially distanced drive-in option with a live band. Best of HB Awards will be in Dec (could be done virtually). State of the County may be held in January. All other events have been postponed.
- VII. Open Discussion/Announcements
  - a. LA 2028 – John Ehlenfeldt announced there is a non-disclosure agreement that hotels need to sign to be considered as a 2028 Olympic hotel option with room block offerings. Announcements might be made in 2021 regarding which cities will be holding certain sporting events.
  - b. Peter Townend/Meg Bernardo – The WSL has cancelled events for the year. At the US Open during the first week of August, there will be a new challenger series, making HB a key city for surfers to compete.
  - c. Kelly Miller – On August 29<sup>th</sup> there is a paddle event taking place from Catalina to the HB Pier that will benefit Feeding America. There is an option for someone to be in the follow boat.
  - d. Peter Townend – SHACC is hosting a golf tournament at Seacliff to celebrate Duke KahanaMoku's birthday.
  - e. Nicole Llido – Reminder for all businesses to sign the OneHB Clean & Safe Pledge.
  - f. Pat Rogers – Jim Boys will be re-opening as HB Grill N' Go, serving food that is meant to be brought to the beach, or other outdoor areas.
- VIII. Adjournment at 2:59pm.

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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.*