

**Visit Huntington Beach  
Executive Committee Meeting**

Wednesday, July 21, 2021

3:30 p.m. – 4:30 p.m

Via Zoom or VHB Office

Join Zoom Meeting

Web link: <https://us02web.zoom.us/j/86720361748?pwd=ZTZGUUVxK1BWWmVoV051Y2NDdjNhZz09>

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

Zoom Phone: (669) 900-6833

Meeting ID: 867 2036 1748

Passcode: 053764

*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.

**MINUTES**

- I. Call to Order and Antitrust Reminder (*see reverse*) by Chair Justin Simpson at 335pm.
- II. Roll Call:
  - Fischer (The Waterfront Beach Resort, a Hilton Hotel), 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)
  - Visit HB Staff:
    - Kelly Miller, John Ehlenfeldt, Omark Holmes, Jennifer Tong, Heather Saez
  - Additional Guests:
    - Kriss Casanova
- III. Announcement of Late Communications
- 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 and Kelly Miller)
  - a. Latest TOT / TBID Reports
  - b. CBRE/PKF / STR Reports
  - c. Approval of previous minutes

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Motion to accept the consent agenda made by Peter Rice. Seconded by Justin Simpson. Yes votes: Fischer, Mantini, Rice, Simpson, Szilagy, Thompson. No votes: none. Abstain: none. Motion approved.

VI. Chairman's Report (Simpson)

VII. President & CEO Updates (Kelly Miller, John Ehlenfeldt, Omark Holmes)

a. Update on COVID recovery efforts for visitor industry (HB, OC, CA, US)

- i. Updates from CalTravel presentation, including LA County's indoor mask mandate, an update on this year's wildfires, the effects of climate change on wine country, and Disney relocating 2,000 jobs to Florida.
- ii. The EIDL loan program has been expanded and we have until the end of the year to apply before funds run out. There is up to 500k available, and we received 160k last year. Simpson: Is the purpose of this to get approved, store it until we are through the storm, then pay it back? Ehlenfeldt: Yes, the 340k we could be eligible for.

Motion on the direction to move forward with the EIDL loan application made by Justin Simpson. Seconded by Janis Mantini. Yes votes: Fischer, Mantini, Rice, Simpson, Szilagy, Thompson. No votes: none. Abstain: none. Motion approved.

b. VHB received 75 applications for the Sales Executive position, we interviewed 10, and 3 are in the final phase and will meet with Kelly next week. The final interviews for the Marketing Coordinator position are also scheduled for next week. After that we will pause hiring through the rest of the year. Next fiscal year we will consider bringing on support roles, such as an Office Manager, Front Desk Representative, etc.

c. Summer 2.0 plan for post summer season including fall season special events

- i. Soft-season media buy campaign
- ii. Visit CA co-op in fall and spring next year
- iii. Summer of Stoke campaign to HB being a mecca for all things outdoors and sports

d. US Open of Surfing update: the official name will be US Open of Surfing. VHB is a partner sponsor, and we will have a welcome center. John Ehlenfeldt is working on the contract now. A press release should be coming within the next 10 days.

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VIII. Adjournment at 413pm.

**Key dates to remember:**

August 2021

- Executive Committee Meeting: Wednesday, August 25, 3:30 PM – 4:30 PM
- Full Board Meeting: Tuesday, August 31, 3:30 PM – 4:45 PM

September 2021

- Executive Committee Meeting: Wednesday, September 29, 3:30 PM – 4:30 PM

October 2021

- Executive Committee Meeting: Wednesday, October 27, 3:30 PM – 4:30 PM

November 2021

- Full Board Meeting: Tuesday, November 2, 3:30 PM – 4:45 PM
- Executive Committee Meeting: Tuesday, November 23, 3:30 PM – 4:30 PM

December 2021

- VHB Holiday Open House: Thursday, December 9, 4:00 PM – 6:00 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;*

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- 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.*