

**Visit Huntington Beach
Executive Committee Meeting
Wednesday, July 26, 2023
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 at: **3:00pm**

II. Roll Call: **All members present in person.**

Janis Mantini (Individual-at-large with interest in tourism)

Jennifer Williams (Pacific City)

Justin Simpson (Kimpton Shorebreak HB Resort)

Paul Maddison (Paséa Hotel and Spa)

Paulette Fischer (The Waterfront Beach Resort, a Hilton Hotel)

Peter Rice (The Hyatt Regency Resort & Spa)

Sheik Sattaur (Union Bank)

Todd Szilagyi (Best-VIP Chauffeured Worldwide)

VHB employees present: Kelly Miller, Omark Holmes, Susan Valen, Sophia Valdivia, Heather Saez, Deanna Mote.

Other Attendees: Kriss Casanova (city of HB representative), Adam Sacks (tourism economics)

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. Consent Agenda (Simpson and VHB Staff): **Motion to approve Consent Agenda by: Janis Mantini, 2nd by: Sheik Sattaur. Yes Votes: 8 No Votes: 0 Abstain: 0. Motion Approved.**

a. Latest TOT/TBID Reports

b. CBRE/PKF/STR Reports

c. Current Financials, if available

d. Approval of previous minutes

VI. Chairman's Report (Simpson)

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VII. President & CEO Agenda Items (Miller)

- a. Discussion and vote to pursue the formal process of a 2% increase in TBID assessments to remain competitive with other DMOs in the funding of future VHB marketing and group sales programs. [Adam Sacks presenting: VHB Historical Returns Motion to support 2% TBID increase by: Justin Simpson, 2nd by: Peter Rice.](#)
[Yes Votes: 8, No Votes: 0, Abstain: 0. Motion Approved.](#)
- b. Review of President & CEO's FY 22-23 goals. [Motion to approve 22/23 goals review by: Justin Simpson, 2nd by: Jennifer Williams. Yes Votes: 8, No Votes: 0, Abstain: 0. Motion Approved.](#)
- c. Pulse check on how HB is performing with improving summer weather conditions and increased summer visitation.

VIII. Brief Department Updates

IX. Adjournment at: **4:12pm**

Key dates to remember:

August 2023

Board of Directors Meeting: Tuesday, August 29, 3:00pm - 4:00pm

September 2023

- Board of Directors Meeting and Strategic Plan Orientation: Tuesday, September 26, 12:30pm - 5:00pm
 - Lunch will be served.

October 2023

- Executive Board Meeting: Thursday, October 19, 3:00pm - 4:00pm
- Board of Directors Meeting: Tuesday, October 24, 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.