

**Visit Huntington Beach
Executive Committee Meeting
Thursday, June 12, 2025
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 3:01pm
- II. Roll Call:
 - a. In attendance:

Janis Mantini (Individual-at-large with interest in tourism)
Jennifer Williams (Pacific City)
Jon Benson (Hyatt Regency Resort & Spa)
Justin Simpson (Kimpton Shorebreak HB Resort) via Zoom
Paul Maddison (Paséa Hotel and Spa)
Paulette Fischer (The Waterfront Beach Resort, a Hilton Hotel)
Sheik Sattaur

VHB Staff: Kelly Miller, Omark Holmes, Nicole Llido, Christy Hill, Clara Tsang, Michelle Devine, Sophia Valdivia

City of HB Guests: Kriss Casanova, Ashley Wysocki
 - b. Not in attendance: Todd Szilagyi
- 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 (Simpson and VHB Staff)
 - a. Latest TOT/TBID Reports – no new report
 - b. CBRE/PKF/STR Reports – no new report
 - c. Current Financials – February 2025
 - d. Approval of previous minutes – May 15, 2025

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- e. Motion to approve consent agenda by Jennifer Williams, Jon Benson seconded. Vote conducted by roll call. Motion approved unanimously.

VI. Chairman's Report (Simpson): None

VII. President & CEO Agenda Items (Miller)

- a) FY 2025-26 Budget Discussion (Staff) – Staff reviewed proposed budget for each department.
- b) Reserve Policy Update (Llido)
 - a. Nicole presented current financial reserve policy and proposed financial reserve policy. Proposed reserve policy: "VHB will strive to maintain a reserve amount equal to three months of average expenses, calculated on the previous fiscal year's expenses, with a minimum threshold of \$1.5M."
 - b. Janice motioned to approve the proposed reserve policy. Shiek seconded. Vote conducted via roll-call. Motion approved unanimously.
- c) Leadership Development Update (Miller and Llido) – Reviewed and discussed list of proposed new Board members, with positive comments regarding all of them. Todd Szilagyi is stepping down from the Board and Jon Benson will be assuming his position as Vice Chair. Also stepping down from the Board are Kristi McKnight, Tim McGrath, and Duke Dufresne. Elections will take place at the full Board meeting later this month.
- d) Summer 2025 Demand Discussion

VIII. Adjournment at 4:16pm

Key dates to remember:

June 2024

- Board of Directors Meeting – Wednesday June 25, 2025 Summer Kick-off

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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.