

**Visit Huntington Beach
Board of Directors Meeting**

Tuesday, June 15, 2021
3:00 p.m. – 4:30 p.m
Via Zoom or VHB Office

Join Zoom Meeting:

Web link: <https://us02web.zoom.us/j/89217826359?pwd=bFZBamJnajZRI9QSnE2dHZoWEFSdz09>

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

Zoom Phone: (669) 900-6833

Meeting ID: 892 1782 6359

Passcode: 706039

Join In Person:

Visit Huntington Beach Office
155 Fifth Street Suite 111
Huntington Beach, CA 92648

At this time, public comments will be limited to Zoom only.

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 303pm.
- II. Roll Call:
Simpson (Kimpton Shorebreak Hotel), Ali (Zack's Surf Shop), Barnes (Duke's Huntington Beach), Bernardo (World Surf League), Killey (Republic Services), Maddison (Paséa Hotel and Spa), Mantini (Retired-The Boeing Company), McCormack (Timeless Treasures Boutique LLC), Patel (Quality Inn & Suites Huntington Beach), Rice (Hyatt Regency Resort & Spa), Sattaur (MUFU Union Bank, N.A.), Solanki (Ocean Surf Inn & Suites), Thompson (First Bank), Torrence (VHB Ambassador Emeritus), Townend (The ActivEmpire), Truxaw (Mama's Restaurant on 39), Williams (Centennial)

Visit Huntington Beach Staff: Kelly Miller, John Ehlenfeldt, Omark Holmes, Nicole Llido, Jennifer Tong, Sophia Valdivia, Brittany Tesmer, Heather Saez
- 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.

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V. Consent Agenda (Nicole Thompson, Treasurer and Kelly Miller)

- a. Latest TOT / TBID Reports
- b. CBRE/PKF / STR Reports
- c. Current Financials, if available

- Motion to accept the Consent Agenda made by Peter Rice. Seconded by Justin Simpson. Yes votes: Simpson, Ali, Barnes, Bernardo, Killey, Maddison, Mantini, McCormack, Patel, Rice, Sattaur, Solanki, Thompson, Torrence, Townend, Truxaw, Williams. No votes: none. Abstain: none. Motion passed.

VI. Chairman's Report (Simpson)

VII. President & CEO Updates (Miller)

a. Presentation of VHB FY 2021-22 budget (VHB Staff)

- i. Mantini: What is the \$141,501 in Contingency for? Ehlenfeldt: To rebuild our reserves. Mantini: Did you leave any padding in Community Engagement for smaller events? Miller: Yes. Townend: Will the Surf City USA Shuttle ever come back? Llido: Possibly the event shuttle. Because of COVID and restrictions, this year we decided not to bring back the shuttle. We are trying not to manage the shuttle operations, but in the future we will look into possibly sponsoring the shuttle for larger events. The City is working with Circuit to provide a 6-seat electric car throughout Downtown and specific areas nearby. This pilot program would provide free on-demand rides. Williams: The Circuit vehicles will be stored at Pacific City. Ehlenfeldt: The City is looking at multiple transportation options. Simpson: We have models of success in cities south of us, for example the shuttles used in Dana Point and Laguna Beach. Townend and McCormack: Let's not forget Sunset Beach when considering a transportation program. Simpson: It would be great to guide somebody on the shuttle in order to enhance the destination.

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- Motion to approve the VHB FY 2021-22 budget made by Dawn McCormack. Seconded by Jennifer Williams. Yes votes: Simpson, Ali, Barnes, Bernardo, Killey, Maddison, Mantini, McCormack, Patel, Rice, Sattaur, Solanki, Thompson, Torrence, Townend, Truxaw, Williams. No votes: none. Abstain: none. Motion passed.
 - b. Vote on VHB board officers for FY 2021-22 and three current board vacancies
- Motion to approve the VHB board officers for FY 2021-22 made by Justin Simpson. Seconded by Dawn McCormack. Yes votes: Simpson, Ali, Barnes, Bernardo, Killey, Maddison, Mantini, McCormack, Patel, Rice, Sattaur, Solanki, Thompson, Torrence, Townend, Truxaw, Williams. No votes: none. Abstain: none. Motion passed.
 - c. Brief VHB marketing, sales and services updates already included in budget presentation.

VIII. Adjournment at 416pm.

Key dates to remember:

*Upcoming schedule will be announced soon.

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:

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- 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 or (714) 969-3492.