

**Visit Huntington Beach
Board of Directors Meeting**

Thursday, June 16, 2022
3:00 p.m. – 5:00 p.m
Via Zoom or VHB Office
155 Fifth Street Suite 111
Huntington Beach, CA 92648

Join Zoom Meeting

Web link: <https://us02web.zoom.us/j/81119555005?pwd=YkZhcGVaTW9ZNGorM2Uzd25xcVZXZz09>

Zoom Phone: (669) 900-6833

Meeting ID: 811 1955 5005

Passcode: 771812

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 Kelly Miller, President & CEO at 3:04 pm

II. Board members in attendance:

M. Ali

Zack's Surf Shop

B. Barnes

Duke's Huntington Beach

M. Bernardo

World Surf League

K. Elliott

Code Four

D. Killey

Republic Services

P. Maddison

Paséa Hotel And Spa

D. McCormack

Timeless Treasures Boutique

T. McGrath

Goldenwest Community College

S. Sattaur

MUFG Union Bank, N.A

N. Thompson

First Bank

D. Torrence

VHB Ambassador Emeritus

M. Unvert

John Wayne Airport

VHB staff in attendance: Omark Holmes, Nicole Llido, Kelly Miller, Hannah Sutton, John Todora, Jennifer Tong, Sophia Valdivia, Susan Valen

III. Announcement of Late Communications - None

IV. Public Comments — Chairperson (limited to 3 minutes/person) - None

V. Consent Agenda presented by Nicole Thompson, Treasurer – Motion to approve consent agenda made by Dawn McCormack. Second by Mike Ali. Ayes – 12 votes. Nays – 0 votes. Abstain – 0 votes. Motion passed.

Note: Request made by Brett Barnes to use FY 19-20 as the benchmark for COVID-19 recovery for future STR reports. VHB staff already uses FY 19-20 as the benchmark for reports created in house.

- a. March 2022 TOT / TBID Reports
- b. April 2022 CBRE/PKF / STR Reports
- c. February 2022 and March 2022 Financials
- d. Approval of April 26, 2022 Board of Directors meeting minutes

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VI. Chairman's Report given by Kelly Miller, in absentia of Justin Simpson

- a. Recognition and presentation of awards for outgoing VHB Board Members - Nicole Thompson, Kiran Patel, and Deven Solanki. Thank you all for your many years of service to VHB!

VII. President & CEO Agenda Items by Kelly Miller

- a. Review and adoption of new VHB Financial Policy. Nicole Llido, VP of Administration, reviewed edits to Financial Policy. See draft in board packet. Motion to approve updates to VHB Financial Policy made by Brett Barnes. Second by Dawn McCormack. Ayes – 12 votes. Nays – 0 votes. Abstain – 0 votes. Motion passed.
- b. Presentation and approval of VHB FY 22-23 Annual Budget. Presentation including a recap of FY 21-22 accomplishments and FY 22-23 budget and planned projects made by VHB staff Omark Holmes, Jennifer Tong, Brittany Tesmer, Sophia Valdivia, Susan Valen, and Nicole Llido. See presentation slides in board packet. Motion to approve FY 22-23 budget made by Tim McGrath. Second by Brett Barnes. Ayes – 12 votes. Nays – 0 votes. Abstain – 0 votes. Motion passed.

VIII. Meeting adjourned at 4:25 pm

Key dates to remember:

August 2022

- Executive Committee Meeting: Wednesday, August 17, 3:30 PM – 4:30 PM
- Full Board Meeting: Tuesday, August 23, 3:00pm – 4:30pm

September 2022

- Executive Committee Meeting: Wednesday, September 21, 3:30 PM – 4:30 PM

October 2022

- Executive Committee Meeting: Thursday, October 20, 3:30PM – 4:30PM

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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

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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.

Tourism Builds Community