

**Visit Huntington Beach  
Board of Directors Meeting**

Tuesday, June 25, 2024

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](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 Chairman of the Board: **Justin Simpson @ 3:05PM**

II. Roll Call: **Members highlighted and underlined present in person.**

**Brett Barnes (Duke's HB)**

Dawn McCormack (Timeless Treasures)

**Dean Torrence (Individual at large)**

**Debbie Killey (Republic Services)**  
-present via zoom

**Janis Mantini (Individual at large)**  
- present via zoom

**Jenn Williams (Pacific City)**

**John Villa (Wetlands**

**Conservancy)**

**Duke Dufresne (4 Sons)**

**Jon Benson (Hyatt Regency)**

**Justin Simpson (Kimpton Shorebreak)**

Kevin Elliott (Code Four)

Marisa Unvert (John Wayne Airport)

Meg Bernardo (World Surf League)

Mike Ali (Zach's)

**Paul Maddison (Pasea Hotel)**

**Paulette Fischer (Hilton Waterfront)**

**Peter Townend (ActiveEmpire)**

**Peter Truxaw (Mama's on 39)-**  
present via zoom

**Sheik Sattaur (US Bank)**

**Tim McGrath (Individual at large)**

**Todd Szilagyi (Best VIP)**

**VHB staff present: K. Miller, O. Holmes, M. Devine, N. Llido, S. Valdivia, C. Tsang, H. Saez, D. Mote**

**Other attendees: Stephanie Jarvis of SJarvis Consulting, Melissa Knutdson of McGinty Knutdson via zoom, Kriss Casanova-City of HB representative.**

III. Announcement of Late Communications - **None at this time.**

IV. Public Comments – Chairperson (limited to 3 minutes/person): **None at this time**

*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 (**N. Llido**)

- a. Latest TOT/TBID Reports: April 2024
- b. CBRE/PKF/STR Reports: May 2024
- c. Approval of previous minutes: March 26<sup>th</sup>
- d. Approval of VHB bank change to U.S. Bank

**Motion to approve Consent Agenda made by: J. Simpson 2<sup>nd</sup> by J. Villa Yes Votes: 11, No Votes: 0, Abstain: 1 - S. Sattaur due to consent agenda item d, member works for U.S. Bank.**

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VI. Chairman's Report (Simpson) - **No report at this time**

VII. President & CO Agenda Items

a. Quick Review of Key May 2024 Wins (Miller)

**Highlights of department updates included: O. Holmes - Overview of marketing top trends and observations. M. Devine - Importance of TBID increase allowing sales to be in more competitive space across all sales initiatives. H. Saez - Shared VES focus on the larger programs like US Open and Airshow. N. Llido - Update on new budget software, and upcoming computer refresh.**

b. FY 22-23 Audit Report (Llido)

**Review of completed FY 22/23 audit with Melissa Knudtson. See full board packet for audit materials.**

**Motion to approve filing/approval of completed audit made by: J. Simpson 2<sup>nd</sup> by: P. Townend Yes Votes: 12, No Votes: 0, Abstain: 0. Motion passed.**

c. Draft FY 2024-25 VHB Annual Budget (Full team)

**Review of FY 24/25 annual budget with focus on how increased TBID has affected each department.**

**Motion to approve FY 24/25 Budget made by: S. Sattaur 2<sup>nd</sup> by: J. Williams Yes Votes: 12, No Votes: 0, Abstain: 0. Motion passed.**

d. VHB Leadership Development and Vote on Recommended FY 24-25 Board of Directors: Miller and Llido

**Discussed new board members up for a vote: Vipe Desai of SIMA, Kristi McKnight of Surf City Still Works, and Chris DeGuzman of Hotel HB.**

**Motion to approve new members made by: P. Fischer 2<sup>nd</sup> by: S. Sattaur Yes Votes: 12 No Votes: 0 Abstain: 0 Motion passed.**

e. LA28 Update (Miller)

i. Intro VHB's Consultant, Stephanie Jarvis. Q & A

**Introduction of VHB consultant for LA28, Stephanie Jarvis. Shared her history and career milestones along with overview of VHB's standing as possible LA28 event site.**

ii. VHB's LA28 Long Term Financial Commitment and Vote

**Review of VHB's LA28 long term financial commitment as discussed at Executive Committee meeting on 6/20.**

**LA28 deliverables may include opportunities to offset costs of potential satellite village and associated accommodations, support and supplement LA28's workforce staffing efforts, explore delivery of a "fan fest"/and or live site in support of the Games.**

**Motion to approve long-term financial commitment as outlined in board meeting insert made by: T. McGrath 2<sup>nd</sup> by: J. Simpson Yes Votes: 12 No Votes: 0 Abstain: 0. Motion passed.**

VIII. Adjournment @ **4:37pm**

**Key dates to remember:**

New FY 24/25 meeting schedule included in board packet.

**August 2024**

- **Executive Committee Meeting** - Thursday, August 15<sup>th</sup> 3:00pm - 4:00pm

**September 2024**

- **Executive Committee Meeting** - Thursday, September 19<sup>th</sup> 3:00pm - 4:00pm
- **Board of Directors Meeting** - Wednesday, September 25<sup>th</sup> 3:00pm - 4:00pm / Strategic Plan Review
- **Board Orientation** for New Members Only - Date TBD in Late August/early September

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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*

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