

**Visit Huntington Beach
Executive Committee Meeting**

Thursday, March 21, 2024

2:00 p.m. – 3:00 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.

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MINUTES

I. Call to Order and Antitrust Reminder (*see reverse*) by Chair Justin Simpson @ **2:04pm**

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

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

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)

Sheik Sattaur (US Bank)

Todd Szilagyi (Best-VIP Chauffeured Worldwide)

VHB Staff: Kelly, Nicole, Michelle, Sophia, Clara, Omark, Deanna City of HB Staff: Kriss Cassanova, Steve Holtz

III. Announcement of Late Communications - **No late communications at this time.**

IV. Public Comments – Chairperson (limited to 3 minutes/person): **No public comments 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 (Simpson and VHB Staff)

- a. Latest TOT/TBID Reports - **No current TOT/TBID reports to review at this meeting.**
- b. CBRE/PKF/STR Reports - **(Lido) Review of Feb. STR reports.**
- c. Current Financials: - **(Lido) Detailed review of Nov. 2023 statement of financial position.**
- d. Approval of previous minutes: **2/21/24 - Approved.**

Motion to approve Consent Agenda made by: Sheik. 2nd by: Paul. Yes Votes: 6. No Votes: 0. Abstain: 0. Motion Passed.

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

VII. President & CEO Agenda Items (Miller)

- a. VHB Advocacy Committee Recap **(Llido) - Review of first meeting since pandemic. Great turnout and enthusiasm from partners.**
- b. TBID modification update and vote to approve Tourism Enhancement Program request from City of HB. **(Miller) - Summary of steps taken towards TBID increase. Review of presentation to City Council/City staff, including additional sales and marketing programs and Tourism Enhancement Programs (TEP) agreed upon by City/VHB. City of HB staff Steve Holtz shared downtown improvement projects up for City Council approval as part of TEP agreement.**

Motion to approve continuation of efforts to obtain 6% TBID increase by: Sheik. 2nd by: Todd. Yes Votes: 6 No Votes: 0 Abstain: 0. Motion Passed.

- c. Bylaws review and vote to approve draft bylaws. **(Llido) - Review of redline edits.**

Motion to approve bylaws updates made by: Sheik. 2nd by: Paula. Yes Votes: 6. No Votes: 0. Abstain: 0. Motion Passed.

- d. Bank account review and vote to approve consolidation of TOT accounts. **(Llido)**

Motion to approve First Bank account consolidation of TOT accounts 4819 and 4932 made by: Justin. 2nd by: Sheik. Yes Votes: 6. No Votes: 0. Abstain: 0. Motion Passed.

- e. Redesign of IMEX tradeshow booth. **(Devine) - Review mock-ups of upscaled IMEX booth.**

VIII. Brief Department Updates - **Feb department updates included in packet handout.**

IX. Adjournment @ **3:01pm**

Key dates to remember:

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- Board of Directors Meeting: Tuesday, March 26, 3:00 – 4:00pm

April 2024

- Executive Committee Meeting: Thursday, April 18, 3:00 – 4:00pm

May 2024

- Executive Committee Meeting: Thursday, May 16, 3:00 – 4:00pm
- Board of Directors Meeting: Tuesday, May 28, 3:00 – 4:00PM

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.*

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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.

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