

Visit Huntington Beach
Executive Committee Meeting
Thursday, May 16, 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. 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 @ 3:06pm

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)

Jon Benson (Hyatt Regency Resort & Spa)

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 present: Kelly, Nicole, Sophia, Susan, Clara, Heather, Omark, Deanna

City of HB Staff present: Kriss Cassanova

Other: Peter Townend (VHB Board Member), Robert Fasulo (ISA-via zoom)

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

IV. Public Comments – Chairperson (limited to 3 minutes/person): **No public comment 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.

Acknowledgement of Paulette Fischer - Awarded HB Businesswoman of the Year.

V. Consent Agenda (Simpson and VHB Staff)

- a. Latest TOT/TBID Reports-**Nicole reviewed Feb 2024**
- b. CBRE/PKF/STR Reports-**Nicole reviewed Mar 2024**
- c. Current Financials: **Jan 2024, Feb 2024**
- d. Approval of previous minutes: **3/21/24**

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

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

VII. President & CEO Agenda Items (Miller)

a. TBID Modification Update- **Miller/Next milestone for TBID-6/04 City Council meeting**

b. U.S. Travel IPW, Los Angeles Recap-**Sophia, Clara on P.R. and Pre/Post FAM's**

c. Presentations for two large special event sponsorships in FY 24/25

i. Vote to approve VHB sponsorship and miscellaneous expenses for 2024 ISA World Para Surfing Championship, Nov 3-9,2024, in HB (estimated at \$250,000)

Bob Fasulo - Shared benefits of event in HB and estimated media ROI of 3.3 million. 27 countries represented, engaged digital platforms, inspired 300 articles worldwide.

Motion to approve 2024 Para Surfing sponsorship of \$250k made by: Justin, 2nd by: Paulette. Yes Votes: 6, No Votes: 0, Abstain: 0 / Motion Passed

ii. Vote to approve VHB sponsorship of 2024 WSL U.S. Open of Surfing in HB, Aug 3-11 (estimated at \$110,000) Peter Townend - **Shared update on Lexus as new title sponsor.**

Motion to approve 2024 US Open sponsorship of \$110k made by: Justin, 2nd by: Sheik. Yes Votes: 6, No Votes: 0, Abstain: 0 / Motion Passed

d. FY 22/23 Audit Update-**Nicole/Announcement of completion of successful audit/Review to come at next full board meeting.**

e. Establishment of VHB board leadership development committee for FY 24/25 VHB Board of Directors and leadership slate. **Discuss open seat on board, seats expiring, seat renewals.**

f. Establishment of VHB Finance and Operations Oversight Task Force. **To include oversight of bank investments, allocations, and financial policies. Received commitments from: Janice, Sheik, Peter, Debbie, Paulette.**

VIII. Brief Department Updates

IX. Adjournment @ **4:00pm**

Key dates to remember:

June 2024

- Board of Directors Meeting-End of FY 23/24: Tuesday, June 25, 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.*

MEETING ASSISTANCE NOTICE - AMERICANS WITH DISABILITIES ACT

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