

**Visit Huntington Beach
Executive Committee Meeting**

Tuesday, March 14, 2023
3:00 p.m. – 4:00 p.m.
Via Zoom or VHB Office
155 Fifth Street Suite 111
Huntington Beach, CA 92648

Join Zoom Meeting

Web link: <https://zoom.us/j/99007821762?pwd=ZERkNnpUUElYeVhweTVjQm5jOU5ndzO9>

Zoom Phone: (669) 900-6833

Meeting ID: 990 0782 1762

Passcode: 844369

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 at: 3:02pm** (*see reverse*) by Chair Justin Simpson

II. Roll Call:

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

Jennifer Williams (Pacific City)-**Present via zoom**

Justin Simpson (Kimpton Shorebreak HB Resort)- **Present**

Paul Maddison (Paséa Hotel and Spa) - **Present**

Paulette Fischer (The Waterfront Beach Resort, a Hilton Hotel) – **Present via Zoom**

Peter Rice (The Hyatt Regency Resort & Spa) - **Present**

Sheik Sattaur (Union Bank) - **Present**

Todd Szilagy (Best-VIP Chauffeured Worldwide) – **Present**

VHB staff present: Kelly Miller, Omark Holmes, Nicole Llido, Jennifer Tong, Susan Valen, Sophia Valdivia, Deanna Mote. **City Liaison Present:** Kriss Cassanova

III. Announcement of Late Communications

IV. Public Comments — Chairperson (limited to 3 minutes/person):

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 – **Nicole Llido**
- b. CBRE/PKF / STR Reports – **Nicole Llido**
- c. Current Financials, if available
- d. Approval of previous minutes

Motion to approve consent agenda made by: **Justin Simpson 2nd** by: **Sheik Sattaur**

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- VI. Chairman's Report (Simpson)
- VII. President & CEO Agenda Items (Miller)
- a. Updates: Recently held Visit CA Marketing Outlook Forum, March 6-8, 2023 (VHB) – **Miller, Holmes, Tong, Valdivia**
 - b. General discussion: Boosting visitor demand for HB destination brand as bad weather continues to hit CA and nation. Possible licensee prospect to use Surf City USA brand (All) – **Rice, Maddison, Simpson, Williams, Szilagyi, Sattaur, Cassanova**
 - c. Statewide sporting events efforts for dedicated funding to lure impactful sporting events to CA, possibly mirroring other states who have funding programs/public policies in place already (Miller)
 - d. Summary of key CA legislative items which could affect CA visitor industry (Miller)
 - e. City updates (Council liaisons and/or city staff) - **Cassanova**
 - f. Board Meeting + Airport Tour (Nicole)
- VIII. Brief Department Updates – **Holmes, Valen, Tong, Llido, Valdivia**
- IX. Adjournment by **Justin Simpson at: 4:22pm**

Key dates to remember:

March 2023

- Board of Directors Meeting + Airport Tour at John Wayne Airport: Thursday, March 22nd, 3:00pm – 4:00pm

April 2023

- Board Strategic Guidance Retreat: Monday, April 3rd, 3:00pm – 5:00pm (We request ALL board members to attend)
- Strategic Planning Session #1: Tuesday, April 4th, 9:00am – 1:00pm (Optional)
- Strategic Planning Session #2: Wednesday, April 5th, 9:00am – 1:00pm (Optional)
- Executive Committee Meeting: Tuesday, April 18th, 3:00pm – 4:00pm

May 2023

- Executive Committee Meeting: Tuesday, May 16th, 3:00pm – 4:00pm
- Board of Directors Meeting: Wednesday, May 24th, 3:00pm – 4:00pm

June 2023

- Board of Directors Meeting: Tuesday, June 27th, 3:00pm – 4:00pm

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NTITRUST 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 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.