

**Visit Huntington Beach  
Executive Committee Meeting  
Thursday, March 19, 2026  
3:00 p.m. to 4:00 pm  
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 John Urdi, VHB President/CEO, at (714) 969-3492 or [JohnU@surfcityusa.com](mailto:JohnU@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 Justin Simpson at 3:05 pm
- II. Roll Call:
  - In attendance: Janis Mantini (Individual-at-large with interest in tourism), Jennifer Williams (Pacific City), ), Jon Benson (Hyatt Regency Resort & Spa) Paulette Fischer (The Waterfront Beach Resort, a Hilton Hotel), Sheik Sattaur (Automatic Data Processing), Vipe Desai (SIMA)
  - Not in attendance: Justin Simpson (Kimpton Shorebreak HB Resort)
  - Guests: N/A
  - VHB attendees: Nicole Llido, Heather Saez, Michelle Devine, Christy Hill, John Urdi, Sophia Valdiva, Clara Tsang
- III. Announcement of Late Communications - None
- IV. Public Comments – Chairperson (limited to 3 minutes/person) - Jennifer Williams: The Lighthouse will open in May in the former Old Crow location. Surf City Escape is opening on March 30<sup>th</sup>. Free parking at Pacific City until the end of March.
- V. Consent Agenda (VHB Staff):
  - a. Latest TOT/TBID Reports - February 2026
  - b. CBRE/PKF/STR Reports - November 2026
  - c. Current Financials - October 2025
  - d. Approval of previous minutes - February 19, 2026

Motion to approve the Consent Agenda by Sheik Sattaur. Second by Vipe Desai. All approved, motion passed.
- VI. Chairman’s Report (Simpson) - None
- VII. President & CEO Update (Urdi)

**Visit Huntington Beach**  
**Executive Committee Meeting**  
**Thursday, March 19, 2026**  
**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 John Urdi, VHB President/CEO, at (714) 969-3492 or [JohnU@surfcityusa.com](mailto:JohnU@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.

- I. Update on Visit CA Marketing Outlook Forum takeaways, including Paris Olympics keynote speaker. 85% of Paris Olympics attendees were domestic. Room rates were initially set too high resulting in last minute deep discounts.
  - II. Future funding model options presented by John Urdi. Motion to retain an attorney to continue planning on funding model options, with up to a \$40,000 spend this fiscal year, made by Sheik Sattaur and seconded by Jennifer Williams. All approved. Motion passed.
- VIII. Strategic Plan Process Update (Llido) - Staff will be conducting four planning sessions with Coraggio in April, using information gathered from Board and stakeholder listening sessions last month. The draft 12 month Strategic Plan will be shared in May, for final approval in June.
- IX. VP of Marketing update (Llido) - We are down to the last two candidates and final selection will be made today.
- X. Department Updated (Staff) - Brief department updates were given. See packet insert for details.
- XI. Adjournment at 3:56 pm