

**Visit Huntington Beach  
Executive Committee Meeting**

Thursday, March 25, 2021

3:00 p.m. – 4:00 p.m

Via Zoom

Join Zoom Meeting

Web link: <https://us02web.zoom.us/j/89574653675?pwd=WkZTWUtlTDFKSE1CVGxNSndwN3Bldz09>

Click on link above or go to the Zoom home page:

Zoom Phone: (669) 900-6833

Meeting ID: 895 7465 3675

Passcode: 247988

*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 Chair Todd Szilagyi at 307pm
- II. Roll Call:
  - Fischer (The Waterfront Beach Resort, a Hilton Hotel), Mantini (Individual-at-large with interest in tourism), Rice (The Hyatt Regency Resort & Spa), Szilagyi (Best-VIP Chauffeured Worldwide), Thompson (First Bank)
  - Visit Huntington Beach Staff: Kelly Miller, Omark Holmes, Jennifer Tong, Heather Saez
  - Guests: Mayor Kim Carr
- III. Announcement of Late Communications: none
- IV. Public Comments — Chairperson (limited to 3 minutes/person): *none*

*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 (Nicole Thompson, Treasurer and Kelly Miller)
  - a. Latest TOT / TBID Reports – not available
  - b. CBRE/PKF / STR Reports
  - c. Current Financials for November and December 2020
  - d. Approval of previous minutes from February 24, 2021

Motion to accept the consent agenda made by Peter Rice. Seconded by Paulette Fischer. Yes votes: Fischer, Mantini, Rice, Szilagyi, Thompson. No votes: none. Abstain: none. Motion approved.

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VI. Chairman's Report (Szilagyi)

VII. President & CEO Updates (Miller)

- a. CalTravel Association initiatives helping CA's travel industry and HB (Miller)
  - i. Kelly Miller shared a presentation by Michael Krause, Chairman, Convention Center Coalition which highlights the conventions reopening efforts. We are expecting more direction from the governor's office within the next week or so regarding small meetings, outside events, etc. Next steps include seeking opportunities to enter into conversation, social media campaigns and paid media campaigns.
- b. Senator McGuire is working on the California Covid Recovery Act but it has taken a different direction and is currently in a "suspense file". We are going to ask all of our partners to send information to our elected officials to ensure the appropriate political pressure is being applied for the \$45 million that will go to Visit California to jumpstart our industry.
- c. US Travel has a coalition of people that are requesting the Biden administration to release guidelines for international travel by May 1<sup>st</sup>, and hopefully resume some sense of international travel by July 1<sup>st</sup>.
- d. Spring marketing program recap since launch (Omark H)
  - i. The "Be Here" media buy campaign will run from March through June. We are participating in the Visit California co-op which includes matched funds from both Visit CA and the two platforms we will be running on, which are Expedia and Adara. We are in discussions with key stakeholders in the community to launch a "Be Here" activation that would run all summer long. We are targeting high-propensity and low-propensity travelers as well as families in local drive markets. We are pleased with the campaign's performance so far.
  - ii. Expedia's YoY search volume for CA during the week of March 8-14 compared to last year is down -26%, but, search volume numbers are improving very quickly since this number was almost -60% just a few months ago. Search volume for Huntington Beach during the same week is up 29%.
  - iii. We are also participating in Visit CA's "What if" co-op and have selected Expedia and Adara as our desired digital media platforms. This will be a 3-month campaign on Expedia from April-June and 2 months on Adara.

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- e. Downtown HB initiatives for Spring/Summer 2021 (Staff)
- i. Surf City Nights returned with an emphasis on quality and has 50 vendors. There are no food trucks or take-away food options so our restaurants can capture some of that business.
  - ii. The formation of a Downtown Security Task Force starts in April. It will look at some low-cost solutions for increasing security in the summer.
  - iii. The first of two of the Downtown Welcome Ready discussions with Mayor Kim Carr, Councilwoman Moser and the hotels.
  - iv. You may start to see some messaging around the idea with Sarah Kruer of “Space & Sun for Everyone”.

VIII. Adjournment at 338pm

**Key dates to remember:**

March 2021

- Full Board Meeting: Tuesday, March 30, 3:00 PM – 4:15 PM

April 2021

- Executive Committee Meeting: Thursday, April 29, 3:00 PM – 4:00 PM

May 2021

- Executive Committee Meeting: Wednesday, May 26, 3:00 PM – 4:00 PM

June 2021

- Executive Committee Meeting: Thursday, June 10, 2:30 PM – 3:45 PM (FY 20-21 budget presentation)
- Full Board Meeting: Tuesday, June 15, 3:00 PM – 4:30 PM

***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*

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*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 Nicole Llido at [nicole@surfcityusa.com](mailto:nicole@surfcityusa.com) or (714) 969-3492.*