

**Visit Huntington Beach  
Board of Directors Meeting**

Thursday, May 29, 2025

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 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 Justin Simpson, Board Chair, at 3:05 pm
- II. Roll Call:
  - Present: Chris DeGuzman (Hotel HB), Dawn McCormack (Timeless Treasures), Debbie Killey (Republic Services), Janis Mantini (Individual at large), Jeff Holson (Holson Properties), Jenn Williams (Pacific City), John Villa (Wetlands Conservancy), Kristi McKnight (Surf City Still Works), Marisa Unvert (John Wayne Airport), Meg Bernardo (World Surf League), Peter Townend (ActiveEmpire), Vipe Desai (SIMA)
  - Present via ZOOM: Jon Benson (Hyatt Regency), Justin Simpson (Kimpton Shorebreak)
  - Absent Dean Torrence (Individual at large), Duke Dufresne (4 Sons Brewing), , Paul Maddison (Pasea Hotel), Sheik Sattaur, Brett Barnes (Duke's HB), Lt. Brian Smith (HBPD), Paulette Fischer (Waterfront), Tim McGrath (Individual at large), Todd Szilagyi (Best VIP)
  - Staff Present: Kelly Miller, Michelle Devine, Omar Holmes, Nicole Llido, Clara Tsang, Christy Hill, Sophia Valdivia, Heather Saez
  - City of HB Guests: Kriss Casanova, Gracey Van Der Mark
  - Other Guests: Melissa Knudtson, VHB CPA and Joyce Amankwah, DavisFarr
- 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 presented by Llido. Motion to approve by John Villa. Second by Debbie Killey. All approved. Motion passed.
  - a. Latest TOT/TBID Reports: March 2025
  - b. CBRE/PKF/STR Reports: April 2025
  - c. Latest Financials: December 2024
  - d. Approval of previous minutes: March 21, 2025

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VI. Chairman's Report (Simpson)

President & CEO Agenda Items

- a. FY 23-24 Audit Report (Davis Farr/Melissa Knudtson)
- b.
- c. Future business discussion: Jan-June 2025, demand, pacing, wins, headwinds - Discussed by Department
- d. Budget planning for FY 2025-26: Recent trends that Visit CA highlighted at March Marketing Outlook Forum and how to pivot to take advantage of challenging times - Ryan Becker of Visit California presentation via Zoom
- e. Notable HB wins this FY (Staff) - In Meeting Packet
- f. LA28 update (Miller) - LA28 has reported nothing. Expected to announce April 8, 2025

VII. Adjournment at 1:12 pm

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*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](mailto:deanna@surfcityusa.com) or (714) 969-3492.*