

**Visit Huntington Beach
Board of Directors Meeting**

Tuesday, March 26, 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 Vice Chair - Todd Szilagyi @ **3:05pm**
- II. Roll Call: **All members highlighted and underlined present in person. Janis Mantini present via zoom.**

Brett Barnes (Duke's HB)

Dawn McCormack (Timeless Treasures)

Dean Torrence (Individual at large)

Debbie Killey (Republic Services)

Duke Dufresne (4 Sons Brewing)

Janis Mantini (Individual at large)

Jenn Williams (Pacific City)

John Villa (Wetlands Conservancy)

Justin Simpson (Kimpton Shorebreak)

Kevin Elliott (Code Four)

Marisa Unvert (John Wayne Airport)

Meg Bernardo (World Surf League)

Mike Ali (Zach's)

Paul Maddison (Pasea Hotel)

Paulette Fischer (Hilton Waterfront)

Peter Townend (ActiveEmpire)

Peter Truxaw (Mama's on 39)

Sheik Sattaur (Union Bank)

Tim McGrath (Individual at large)

Todd Szilagyi (Best VIP Chauffeured)

VHB staff present: Nicole, Sophia, Michelle, Heather, Clara, Omark (zoom), Deanna.

City of HB staff present: Steve Holtz. Other attendees: James Mead-Pilgrim Group (zoom), Mark Meredith-Rocket Travel (zoom)

- III. Announcement of Late Communications - **No late communications at this time.**
- IV. Public Comments – Chairperson (limited to 3 minutes/person): **No public comments 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

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V. Consent Agenda (Llido)

- a. Latest TOT/TBID Reports - **No updated reports for this meeting.**
- b. CBRE/PKF/STR Reports - **Review of Feb STR reports.**
- c. Approval of previous minutes: **Jan 30, 2024**

**Motion to approve Consent Agenda made by: Brett. 2nd by: P.T. Yes Votes: 9
No Votes: 0. Abstain: 3 (Brett, PT, John not present at last board meeting) Motion
Passed.**

VI. Chairman's Report (Simpson) - **No report at this time. (Simpson not present)**

VII. President & CEO Agenda Items (VHB Exec. staff on behalf of Miller)

- a. Update from International Agencies (Valdivia)

**Mark Meredith from Rocket Travel - Present market update/key activity from
UK/Ireland representation.**

**James Mead from Pilgrim Group - Present travel trends, stats, and aviation updates
from Canada representation.**

- b. TBID modification update. (Llido)

**Summary of progress made. Next milestone will be at the 4/16 council meeting with
presentation on intent. Review report: Proposed additional sales and marketing
programs with TBID modification. Devine - Review sales programs. Holmes - Review
marketing specific programs. Valdivia - Review tourism specific programs.**

**Motion to approve moving forward with TBID modification efforts made by: John. 2nd
by: Marisa. Yes Votes: 12. No Votes: 0. Abstain: 0. Motion passed.**

- c. Vote to approve updated bylaws. (Llido) - **Review redline items.**

**Motion to approve updated bylaws with amendment to clarify 501(c)(6) status and that
Board members may serve two consecutive 3-year terms before the 1-year waiting
period. Motion made by: Brett. 2nd by: John. Yes Votes: 12. No Votes: 0. Abstain: 0.
Motion passed.**

- d. Audit update. (Llido) - **Due date pushed back to end of April due to new financial
standard presented causing further edits to be made.**

- e. New IMEX booth update. (Devine) - **Review of approved booth updates.**

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VIII. Adjournment @ **4:02pm**

Key dates to remember:

April 2024

- Executive Committee Meeting: Thursday, April 18, 3:00 - 4:00pm/Cancelled

May 2024

- Executive Committee Meeting: Thursday, May 16, 3:00 - 4:00pm
- Board of Directors Meeting: Tuesday, May 28, 3:00 - 4:00pm

June 2024

- Executive Committee Meeting: Thursday, June 20, 3:00 - 4:00pm
- Board of Directors Meeting: Tuesday, June 25, 3:00 - 4:00pm

Tourism Builds Community

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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

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.