

**Visit Huntington Beach  
Board of Directors Meeting**

Thursday, May 29, 2025

3:00p.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.

**AGENDA**

- I. Call to Order and Antitrust Reminder (see reverse) by Chairman of the Board: Justin Simpson
- II. Roll Call:

Brett Barnes (Duke's HB)	Jon Benson (Hyatt Regency)
Lt. Brian Smith (HBPD)	Justin Simpson (Kimpton Shorebreak)
Chris DeGuzman (Hotel HB)	Kristi McKnight
Dawn McCormack (Timeless Treasures)	Marisa Unvert (John Wayne Airport)
Dean Torrence (Individual at large)	Meg Bernardo (World Surf League)
Debbie Killey (Republic Services)	Paul Maddison (Pasea Hotel)
Duke Dufresne (4 Sons Brewing)	Paulette Fischer (Waterfront)
Janis Mantini (Individual at large)	Peter Townend (ActiveEmpire)
Jeff Holson (Holson Properties)	Sheik Sattaur
Jenn Williams (Pacific City)	Tim McGrath (Individual at large)
John Villa (Wetlands Conservancy)	Todd Szilagyi (Best VIP)
	Vipe Desai (SIMA)
- 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 (Llido)
  - a. Latest TOT/TBID Reports –
  - b. CBRE/PKF/STR Reports –
  - c. Current Financials –
  - d. Approval of previous minutes –
- VI. Chairman's Report (Simpson)

**Visit Huntington Beach  
Board of Directors Meeting**

. Thursday, May 29, 2025  
3:00p.m. - 4:00pm  
VHB Office  
155 Fifth Street Suite 111  
Huntington Beach, CA 92648

VII. President & CEO Agenda Items

- a. Audit presentation and vote to accept audit and place on record at VHB (Llido, VHB's CPA and Audit company)
- b. Recap of 2025 VHB Tourism Summit (All)
- c. FY 2025-26 Budget Update (Staff)
- d. Tourism Enhancement Program progress update (Staff)
- e. Leadership Development update (staff)

VIII. Brief Department Updates

IX. Adjournment

**Key dates to remember**

**June 2025**

- Executive Committee Meeting: Thursday, June 12, 2025, 3 pm - 4 pm
- VHB Board Meeting: Wednesday June 25, 2025, 3 pm - 4 pm  
Board meeting to be followed immediately by a Year End/Summer Kick-Off Reception, 4 pm - 5 pm

**July 2025**

- All FY 2025-26 meeting dates for Exec Comm and full Board will be emailed shortly

**Visit Huntington Beach  
Board of Directors Meeting**

. Thursday, May 29, 2025  
3:00p.m. - 4:00pm  
VHB Office  
155 Fifth Street Suite 111  
Huntington Beach, CA 92648

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