

**Visit Huntington Beach
Board of Directors Meeting**

Tuesday, November 15, 2022
3:00 p.m. – 4:00 p.m.
VHB Office or Via Zoom
155 Fifth Street Suite 111
Huntington Beach, CA 92648

Join Zoom Meeting

Web: <https://zoom.us/j/95211255580?pwd=SnEwVF13Z0FSd2xsTHZrajYb2w3Zz09>

Zoom Phone: (669) 900-6833

Meeting ID: 913 0890 8722

Passcode: 920351

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: **Nicole Llido at 3:08pm**

II. Roll Call: **Board Members in Attendance: 12**

Brett Barnes (Duke's HB)

Debbie Killey (Republic Services)

Jenn Williams (Pacific City)

John Villa (Wetlands Conservancy)

Marisa Unvert (John Wayne Airport)

Meg Bernardo (World Surf League)

Paul Maddison (Pasea Hotel)

Paulette Fischer (Hilton Waterfront)

Peter Rice (Hyatt Regency)

Peter Townend (ActiveEmpire)

Sheik Sattaur (Union Bank)

Tim McGrath (Golden West College)

VHB Staff Present: **Omark Holmes, Nicole Llido, Sophia Valdivia, Susan Valen**

Other Attendees: **Myha from Destination Analysts**

III. Announcement of Late Communications / **N/A**

IV. Public Comments — Chairperson (limited to 3 minutes/person): **N/A**

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 (Simpson and Miller)

- a. Latest TOT / TBID Reports
- b. CBRE/PKF / STR Reports
- c. Current Financials, if available
- d. Approval of previous minutes

**Motion to approve Consent Agenda by: Peter Townend 2nd by Brett Barnes. Yes Vote: 12, No Vote: 0, Abstain: 0
Motion Passed.**

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- VI. The Board shall consider [or reconsider] the circumstances of the state of emergency and make findings that either there continues to be a direct impact on the ability to meet safely in person or are state/local officials actively imposing or recommending social distancing measures.
- VII. Chairman's Report / **N/A**
- VIII. President & CEO Agenda Items – **Llido + staff presentations**
- a. Presentation: State of the American Traveler Survey Findings – Nov 2022 by **Myha-Destination Analysts**
 - b. Past performances trend presentation of competitive comp set versus HB (Holmes)
 - c. Public Relations: What are media outlets looking for in the post COVID destination world? (Tong)
 - d. City Council Candidates' Info Session Summary - **Llido**
- IX. Brief Department Updates – **Valen, Valdivia, Tong, Llido**
- X. Adjournment by **Nicole Llido at: 4:08pm**

Key dates to remember:

September 2022

- Board of Directors Meeting: Tuesday, September 27, 3:00 PM – 4:00 PM

October 2022

- Executive Committee Meeting: Thursday, October 20, 3:30PM – 4:30PM

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

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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.