

**Visit Huntington Beach**  
**Board of Directors Meeting**  
Wednesday, November 20, 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](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 Todd Szilagyi, Vice Chair, at 3:03 pm
- II. Roll Call:  

Present: Lt. Brian Smith (HBPD), Dean Torrence (Individual at large), Debbie Killey (Republic Services), Janis Mantini (Individual at large), Jeff Holson (Holson Properties), Jenn Williams (Pacific City), John Villa (Wetlands Conservancy), Meg Bernardo (World Surf League), Paulette Fischer (Waterfront), Sheik Sattaur, Tim McGrath (Individual at large), Todd Szilagyi (Best VIP), Vipe Desai (SIMA)

Absent: Brett Barnes (Duke's HB), Chris DeGuzman (Hotel HB), Dawn McCormack (Timeless Treasures), Duke Dufresne (4 Sons Brewing), Jon Benson (Hyatt Regency), Justin Simpson (Kimpton Shorebreak), Kristi McKnight (Surf City Still Works), Marisa Unvert (John Wayne Airport), Paul Maddison (Pasea Hotel), Peter Townend (ActiveEmpire)

Staff Present: Michelle Devine, Omark Holmes, Nicole Llido, Heather Saez, Clara Tsang

Guests: Kriss Casanova, City of HB
- 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 Sheik Sattaur. All approved. Motion passed.
  - a. Latest TOT/TBID Reports: September 2024
  - b. CBRE/PKF/STR Reports: October 2024
  - c. Latest Financials: June 2024
  - d. Approval of previous minutes: September 25, 2024
- VI. Chairman's Report (Simpson)

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President & CEO Agenda Items

- a) Special event recap of 2024 Pacific Airshow and ISA World Para Surfing Championship by Omark Holmes. Both events were a success. The Pacific Airshow is planning a 2025 show. The ISA is interested in bringing the World Para Surfing Championships back to HB. Participants stated our destination is the place where they have felt the most welcome and like they're part of a championship event.
- b) LA28 updates by Omark Holmes. The LA28 committee is facing many internal challenges. A number of venues haven't been selected yet. We expect a decision sometime in early 2025.
- c) Around the Horn: Observations from other OC DMO destinations for rest of 2024 and into 2025 by Omark Holmes. Many DMOs are in similar situations to VHB, expecting a slight decrease in leisure travel. The focus will be on groups. However, a number of destinations have new product in the works while HB does not.
- d) City of Huntington Beach economic development strategy update by Kriss Casanova.

VII. Brief Department Updates by staff. See attachment in packet.

- a. Be on the look out for a Save the Date for the HB Tourism Summit, which will be held on May 7 or 8, 2025.

VIII. Adjournment at 3:50 pm

**Key dates to remember**

**December 2024**

- VHB Board Holiday Reception: Thursday, December 5, 4 pm - 6 pm (Jolie)

**January 2025**

- Executive Committee Meeting: Thursday, January 9, 2024, 3 pm - 4 pm
- VHB Board Meeting: Thursday, January 16, 2025, 3 pm - 4 pm

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