

**Visit Huntington Beach
Special Executive Committee Meeting**

Tuesday, November 30, 2021

2:00 p.m. – 2:30 p.m

Via Zoom or VHB Office

155 Fifth Street Suite 111

Huntington Beach, CA 92648

Join Zoom Meeting

Web link: <https://us02web.zoom.us/j/81121855139?pwd=Y3lZNmo3aWlvaUQ3SHY0d1Ywdlg2Zz09>

Click on link above or go to the Zoom home page:

Zoom Phone: (669) 900-6833

Meeting ID: 811 2185 5139

Passcode: 977169

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 Chair Justin Simpson at 203pm.
- II. Roll Call:
 - Fischer (The Waterfront Beach Resort, a Hilton Hotel), Maddison (Paséa Hotel and Spa), Mantini (Individual-at-large with interest in tourism), Rice (The Hyatt Regency Resort & Spa), Simpson (Kimpton Shorebreak HB Resort), Solanki (Ocean Surf Inn & Suites), Szilagyi (Best-VIP Chauffeured Worldwide)

VHB Staff Members: Kelly Miller, Omark Holmes, Nicole Llido, Jennifer Tong, Heather Saez
- III. Announcement of Late Communications
- IV. Public Comments — Chairperson (limited to 3 minutes/person): *none*

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. President & CEO Agenda Items (Miller)
 - a. The discussion around continuing the CIRCUIT shuttle service in 2022 will be moved to January
 - b. Review and approval of President & CEO's FY 2021-22 goals (Simpson & Miller)
 - Motion made by Peter Rice to approve Kelly Miller's FY 2021-22 goals. Seconded by Paulette Fischer. Yes votes: Fischer, Maddison, Mantini, Rice, Simpson, Solanki, Szilagyi. No votes: none. Abstain: none. **Motion approved.**

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- c. Brief update on VHB's recent reorganization (Miller)
 - i. VHB is looking ahead to positively affect four strategic areas: visitor length of stay, seasonal visitation, visitor spending, and branding. The EVP position, which would oversee HR and Sales, has been eliminated. We will use a third party for HR and will hire a Director of Sales. VHB received 120 resumes and has 10 interviews starting next week. We hope to have this person start by the end of December, latest end of January. Nicole Llido has been promoted to Vice President of Administration & Community Engagement. As of tomorrow, Jennifer Tong will be promoted to Vice President of Communications. We are also looking to hire an Office Manager a few months earlier than planned in order to cover some of the day-to-day tasks our staff has been handling.
- d. December Open House moved to 2022

VI. Adjournment at 213pm.

Key dates to remember:

January 2022

- Executive Committee Meeting: Wednesday, January 26, 3:30 PM – 4:30 PM

February 2022

- Executive Committee Meeting: Wednesday, February 23, 3:30 PM – 4:30 PM

March 2022

- Full Board Meeting: Tuesday, March 1, 3:30 PM – 4:45 PM
- Executive Committee Meeting: Wednesday, March 23, 3:30 PM – 4:30 PM

April 2022

- Executive Committee Meeting: Wednesday, April 20, 3:30 PM – 4:30 PM
- Full Board Meeting: Tuesday, April 26, 3:30 PM – 4:45 PM

May 2022

- Executive Committee Meeting: Wednesday, May 25, 3:30 PM – 4:30 PM

June 2022

- Full Board Meeting & Budget Presentation: Tuesday, June 14, 3:30 PM – 5:00 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

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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 Nicole Llido at nicole@surfcityusa.com or (714) 969-3492.