

**Visit Huntington Beach  
Board of Directors Meeting**

Tuesday, November 2, 2021

3:30 p.m. – 4:45 p.m

Via Zoom or VHB Office

**Join Zoom Meeting:**

Web link: <https://us02web.zoom.us/j/84845501066?pwd=alpmlhySkVtc1hIRWpIYU54RDNCUT09>

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

Zoom Phone: (669) 900-6833

Meeting ID: 848 4550 1066

Passcode: 954539

**Join In Person:**

Visit Huntington Beach Office

155 Fifth Street Suite 111

Huntington Beach, CA 92648

**At this time, public comments will be limited to Zoom only.**

*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 Chair Justin Simpson at 332pm
- II. Roll Call:  
Simpson (Kimpton Shorebreak Hotel), Bernardo (World Surf League), Elliott (Code Four), Fischer (Waterfront Beach Resort, A Hilton Hotel), Killey (Republic Services), Mantini (Retired-The Boeing Company), McCormack (Timeless Treasures Boutique LLC), McGrath (Goldenwest Community College), Rice (Hyatt Regency Resort & Spa), Sattaur (MUFJ Union Bank, N.A.), Szilagyi (Best-VIP Chauffeured Worldwide), Thompson (First Bank), Townend (The ActivEmpire), Truxaw (Mama's Restaurant on 39), Unvert (John Wayne Airport), Villa (HB Wetlands Conservancy), Williams (Centennial)  
  
VHB Staff: Kelly Miller, Omark Holmes, Nicole Llido, Jennifer Tong, Sophia Valdivia, Brittany Tesmer, Hannah Sutton, Heather Saez  
  
Additional attendees: Kriss Casanova (City of HB), Lynn Carpenter (Visit California)
- 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.*

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- V. Visit California update from Lynn Carpenter, Vice President.
- a. What the \$95 million stimulus will be used for, which will include \$4.5 million for meetings.

VI. Consent Agenda (Nicole Thompson, Treasurer and Kelly Miller)

- a. Latest TOT / TBID Reports
- b. CBRE/PKF / STR Reports
- c. Current Financials
- d. Previous minutes

Motion to accept the Consent Agenda made by Rice. Seconded by Killey. Yes votes: Simpson, Bernardo, Elliott, Fischer, Killey, Mantini, McCormack, McGrath, Rice, Sattaur, Szilagyi, Townend, Truxaw, Unvert, Villa, Williams. No votes: none. Abstain: none. Motion passed.

VII. Chairman's Report (Simpson)

- a. Recognition was given to the VHB staff for such hard work through the major events during September and the oil spill.

VIII. President & CEO Updates (Miller)

- a. Oil spill response update (Holmes)
  - i. The OCCT website continues to exist as an official source of information for media and elected officials to use. From October 20-28 the website received 9,000 visitors, had a 50% bounce rate (industry standard is 45-60%), and 28 visitors from referral traffic. 89% of total traffic was direct traffic.
- b. Brief VHB marketing, sales and services updates on key initiatives
  - i. (Holmes) We did pause the soft season media buy but have plans to resume it. Research shows that in lieu of gift-giving, families are opting for trips instead. We hope to launch

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this campaign withing the next two weeks. Quarterly intercepts were paused due to COVID, but will resume in January.

- ii. (Llido) The Visitor Services team has been more active than ever, appearing at many events. The Downtown walking tours with Chris Epting have been selling out so we will continue those. We are looking at reprinting the Sunset Beach Walking Tour with some updates. Next week we launch our online retail store.
- iii. (Tong) We have hosted a few individual media FAMs. One of which highlighted black-owned and women-owned businesses. We are trying to target more DEI stories and show a different side of Huntington Beach. Last month we partnered with John Wayne Airport and Air Canada for the inaugural flight from Canada.
- iv. (Valdivia) On November 8 air, land, and sea borders will open to international visitors. We have contracted with 3 agencies on a project basis: UK/Ireland, Canada, and Mexico. Next week we will give them an immersion FAM. Last week we hosted 12 travel agents from Canada to create buzz around the new flight.
- v. (Tesmer) We have our web design team here for an immersion FAM. The images from the previous photo shoot have been sent out. Next shoot will take place in January at our oceanfront resorts. We soft launched the 12 Blocks of Cheer campaign on Monday, which highlights all things holidays in HB.
- vi. (Truxaw) What is the status on wayfinding? (Llido) The City is on board with moving forward with the project and we have reached out to the installers. There are 5 gateway signs fabricated and 4 will be installed over the next few months. 2 of those are on PCH and 2 in other areas throughout the city. 1 cannot be installed yet due to an accident. We cannot install the Beach Blvd sign until after the construction on the 405. We will need approval from CalTrans for some of the others, and the City has to take the lead on that process. For the Downtown directory on the kiosk, we will put a QR code leading to a digital directory instead of listing each individual business. The computer on the digital kiosk died so a new one was ordered and should be here within a month.

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- vii. (McGrath) Are all city events planning to continue next year as normal? (Miller) That is our understanding. (Llido) The Marathon date was changed due to the Superbowl. (Townend) The US Open will be coming back in August.
- viii. (Miller) The City rolled out some ideas for an updated Main Street. One option includes no parklets, similar to pre-COVID, another option is to keep second block closed, and a third is a hybrid option.
- ix. (Llido) We will need to provide Brown Act training since it has not been done in a while. The consensus is to have this in January.

IX. Adjournment at 434pm

**Key dates to remember:**

December 2021

- VHB Holiday Open House: Thursday, December 9, 4:00 PM – 6:00 PM

***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*

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*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 Nicole Llido at [nicole@surfcityusa.com](mailto:nicole@surfcityusa.com) or (714) 969-3492.*