

**Visit Huntington Beach
Executive Committee Meeting**

Tuesday, October 19, 2021
4:30 p.m. – 5:00 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/89004259697?pwd=R2puSEliUINrRTNvNk5zbHFZclZDZz09>

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

Zoom Phone: (669) 900-6833

Meeting ID: 890 0425 9697

Passcode: 737205

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 432pm.
- II. Roll Call:
 - Fischer (The Waterfront Beach Resort, a Hilton Hotel), Maddison (Paséa Hotel and Spa), Rice (The Hyatt Regency Resort & Spa), Simpson (Kimpton Shorebreak HB Resort), Solanki (Ocean Surf Inn & Suites), Szilagyι (Best-VIP Chauffeured Worldwide), Thompson (First Bank)
 - VHB Staff: Kelly Miller, John Ehlenfeldt, Omark Holmes, Nicole Llido, Heather Saez, Kimberly Dunnegan, Jennifer Tong, Brittany Tesmer
 - Additional guests: Kriss Casanova, City of Huntington Beach
- 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. Discussion regarding more possible EIDL funds for VHB (Kelly Miller)
 - a. Recap: The Executive Committee previously voted and approved VHB to apply for the EIDL funds of \$150k and \$350k. We also received a grant of \$10k. The EIDL fund ceiling is now up to 2 million and we would like to apply for additional funds. The reasoning behind this is to secure Surf City USA for LA2028, to have general marketing funds for COVID-19 recovery, to

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prepare ourselves in the event of another crisis, and to increase our reserve fund. Keep in mind that there is the potential for EIDL loan forgiveness.

- b. Loan options, eligible and non-eligible expenses were presented by John Ehlenfeldt and Nicole Llido.
- c. General discussion.
 - i. It was determined that the plan is to pay these funds back quickly, and if we are not chosen for LA2028 we can pay this back. VHB will also include larger payment chunks in upcoming budgets. An amortization schedule was presented by John Ehlenfeldt showing large chunks of additional payments each year that will be a budgeted item at the end of each fiscal year. Larger payments could be done if we have a good year, or lower if there is another disaster. VHB typically has a \$600k budget rollover that could potentially go towards the loan.

Motion made by Justin Simpson to accept the \$350k of EIDL funds that has been received and to direct VHB staff to apply for an additional \$500k EIDL loan amount and to accept those dollars if awarded. Seconded by Todd Szilagyi. Yes votes: Fischer, Maddison, Rice, Simpson, Solanki, Szilagyi, Thompson. No votes: none. Abstain: none. Motion approved.

VI. Adjournment at 506pm.

Key dates to remember:

October 2021

- Executive Committee Meeting: Wednesday, October 28, 3:00 PM – 4:00 PM

November 2021

- Full Board Meeting: Tuesday, November 2, 3:30 PM – 4:45 PM
- Executive Committee Meeting: Tuesday, November 23, 3:30 PM – 4:30 PM

December 2021

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

ANTITRUST COMPLIANCE POLICY

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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

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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.

Tourism Builds Community