

**Visit Huntington Beach
Executive Committee Meeting
Thursday, October 19, 2023
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. 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 @ **3:05pm**
- II. Roll Call: **Members highlighted in yellow all present in person.**
 - Janis Mantini (Individual-at-large with interest in tourism)
 - Jennifer Williams (Pacific City)
 - Justin Simpson (Kimpton Shorebreak HB Resort)
 - Paul Maddison (Paséa Hotel and Spa)
 - Paulette Fischer (The Waterfront Beach Resort, a Hilton Hotel)
 - Peter Rice (The Hyatt Regency Resort & Spa)
 - Sheik Sattaur (Union Bank) (late arrival at 3:12pm)
 - Todd Szilagyi (Best-VIP Chauffeured Worldwide)
- 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 (Simpson and VHB Staff)
 - a. Latest TOT/TBID Reports (**Llido**)
 - b. CBRE/PKF/STR Reports (**Llido, Miller**)
 - c. Current Financials, if available **N/A**
 - d. Approval of previous minutes - Nov 2022, Jan, Mar, Apr, May, July 2023

**Motion to approve the Consent Agenda made by: Justin Simpson, 2nd motion by: Peter Rice
Yes votes: 6, No votes: 0, Abstain: 0 - Motion passed.**

- VI. Chairman's Report (Simpson)

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VII. President & CEO Agenda Items (Miller)

- a. Recap of recent HB Economic Development Summit held October 13, 2023
- b. Update on TBID modification process: **Pushed back to Q2 2024**
- c. Highlights of Q1 (July - Sept 2023): **Numbers up on website traffic, partner conversions, and organic traffic.**
- d. Staffing updates: **New sales coordinator starting 11/01**
 - i. Searchwide: VP of Sales, VP of Comm & PR: **Positions officially posted.**
 - ii. President & CEO benchmarking
- e. Trends and pacing discussion for remainder of FY 2023-24
 - **Pasea, Shorebreak, Hilton, and Hyatt all reported above pace for Q1 2024.**
 - **Suggestion made to hold some board meetings at offsite locations to assess competitors in the market.**
 - **Discussed impact of Darker Waves concert with 20-30K expected.**

VIII. Brief Department Updates

IX. **Adjournment @ 3:57pm**

Key dates to remember:

October 2023

- Board of Directors Meeting: Tuesday, October 24, 3:00pm - 4:00pm

November 2023

- Executive Board Meeting: Thursday, November 16, 3:00pm - 4:00pm

December 2023

- Holiday Open House: Wednesday, December 13, 4:00pm - 6:00pm

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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 or (714) 969-3492.