

**Visit Huntington Beach
Executive Committee Meeting
Thursday, September 19, 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. 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 @ **3:02pm**

All members underlined and highlighted were present in person.

- II. Roll Call:

Janis Mantini (Individual-at-large with interest in tourism) Present via Zoom

Jennifer Williams (Pacific City)

Jon Benson (Hyatt Regency Resort & Spa)

Justin Simpson (Kimpton Shorebreak HB Resort)

Paul Maddison (Paséa Hotel and Spa)

Paulette Fischer (The Waterfront Beach Resort, a Hilton Hotel)

Sheik Sattaur (US Bank)

Todd Szilagyi (Best-VIP Chauffeured Worldwide)

VHB staff present: K. Miller, O. Holmes, M. Devine, S. Valdivia, N. Llido, C. Tsang, H. Saez, T. Gunn, D. Mote.

- III. Announcement of Late Communications: **None at this time.**

- IV. Public Comments – Chairperson (limited to 3 minutes/person): **None at this time.**

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 - June 2024
- b. CBRE/PKF/STR Reports - August 2024
- c. Current Financials: May 2024
- d. Approval of previous minutes: 08/15/24

No vote to approve consent agenda due to member time restraints. Will revisit at next meeting on 10/17.

- VI. Chairman's Report (Simpson)

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VII. President & CEO Agenda Items (Miller)

- a. President & CEO contract discussion and approval vote (Simpson/Llido)

**Discussion regarding terms of K. Miller renewed employment contract.
Motion to approve contract made by: P. Fischer. 2nd by J. Simpson
Yes Votes: 6. No Votes: 0. Abstain: 0. Motion Passed.**

- b. Symphony intelligence platform highlights (Holmes)

Tabled until next meeting due to member time restraints.

- c. Brief Highlights from VHB Annual Report: FY 2023-24 (VHB Team)

Power Point presentation: review of analytics including media coverage, P.R., social media platforms, tourism development, accessibility, film, group sales, conventions, meetings, visitor and partner services.

- d. Update on transition from First Bank to US Bank (Llido)

All account set up requirements have been met. The transition will take place in phases, with a full transition completed by Jan 2025.

VIII. Brief Department Updates

IX. Adjournment **@3:55pm**

Key dates to remember:

September 2024

- Board of Directors Meeting - Wednesday Sept 25th 3pm - 4pm / Strategic Plan Review

October 2024

- Executive Committee Meeting - Thursday Oct 17th 3pm - 4pm

November 2024

- Executive Committee Meeting - Thursday Nov 14th 3pm - 4pm
- Board of Directors Meeting - Wednesday Nov 20th 3pm - 4pm

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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.