

Visit Huntington Beach
Board of Directors Meeting
Wednesday, September 25, 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 Vice Chair: **Todd Szilagyi @3:02pm**

Members underlined and highlighted present in person.

- II. Roll Call:

Brett Barnes (Duke's HB)
LT. Brian Smith (HBPD)

Chris DeGuzman (Hotel HB)

Dawn McCormack (Timeless Treasures)

Dean Torrence (Individual at large)

Debbie Killey (Republic Services)

Duke Dufresne (4 Sons Brewing)

Janis Mantini (Individual at large)

Jenn Williams (Pacific City)

John Villa (Wetlands Conservancy)

Jon Benson (Hyatt Regency)

Justin Simpson (Kimpton Shorebreak)

Kristi McKnight (Surf City Still Works)

Marisa Unvert (John Wayne Airport)

Meg Bernardo (World Surf League)

Paul Maddison (Pasea Hotel)

Paulette Fischer (Hilton Waterfront)

Peter Townend (ActiveEmpire)

Sheik Sattaur (US Bank)

Tim McGrath (Individual at large)

Todd Szilagyi (Best VIP)

Vipe Desai (SIMA)

VHB employees present: K. Miller, O. Holmes, H. Saez, N. Llido, S. Valdivia, C. Tsang, M. Devine, T. Gunn, D. Mote. Deputy City Treasurer: Joyce Zacks

- 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 (Llido)

- a. Latest TOT/TBID Reports: July 2024
- b. CBRE/PKF/STR Reports: August 2024
- c. Latest Financials: May 2024
- d. Approval of previous minutes: June 25

Motion to approve Consent Agenda made by: J. Villa. 2nd by: S. Sattaur. Yes Votes: 15. No Votes: 0. Abstain: 0. Motion Passed.

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VI. Chairman's Report (Simpson): **No report at this time.**

VII. President & CEO Agenda Items

a. Brief highlights from VHB Annual Report: FY 2023-24 (VHB Team)

Each executive staff member shared brief highlight from annual report for their department.

b. Symphony intelligence platform highlights (Holmes)

O. Holmes shared key points of platform, how useful analytics are to tracking visitors, trends, forecasting, market shifts, etc. Able to review historical trends back to 2018.

c. New Fiscal Year - Board responsibilities review (Llido)

Review of best practices, Brown Act, financial statements and audit procedures, governance, structure, and attendance requirements. Request for members to review and sign the Code of Ethics form for the year.

d. STVR board member applications update and possible vote (Llido)

Phone interviews done by N. Llido and S. Valdivia. Applications reviewed by board members P. Fischer, M. Bernardo, and D. McCormack. Recommend Jeff Holson, STVR owner and operator, to be STVR representative on the VHB Board, effective September 2024.

Motion to approve new STVR member Jeff Holson made by: P. Townend. 2nd by: J. Williams. Yes Votes: 15. No Votes: 0. Abstain: 0. Motion passed.

e. President & CEO contract update (Simpson)

Kelly Miller contract was negotiated by Executive Committee task force and renewed by Executive Committee for another 3 years with options to extend.

VIII. Brief Department Updates

IX. Adjournment

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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.*

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