

**Visit Huntington Beach
Board of Directors Meeting**

Tuesday September 23, 2025
3:30p.m. – 4:30 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.

AGENDA

- I. Call to Order and Antitrust Reminder (see reverse) by Chairman of the Board: Justin Simpson
- II. Roll Call:

Brett Barnes (Duke's HB)	Jon Benson (Hyatt Regency)
Brian Smith (HBPD)	Justin Simpson (Kimpton Shorebreak)
Chris DeGuzman (Hotel HB)	Marisa Unvert (John Wayne Airport)
Dave Wetzl (Individual at large)	Meg Bernardo (World Surf League)
Dawn McCormack (Timeless Treasures)	Paul Maddison (Pasea Hotel)
Dean Torrence (Individual at large)	Paulette Fischer (Waterfront)
Debbie Killey (Republic Services)	Peter Townend (ActiveEmpire)
Janis Mantini (Individual at large)	Rachael Ramirex (Chamber Representative)
Jeff Holson (Holson Properties)	Sandy Schulz-Taylor (Model Citizen Apparel)
Jenn Williams (Pacific City)	Sheik Sattaur (ADP)
John Villa (Wetlands Conservancy)	Vipe Desai (SIMA)
- 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 (Llido)
 - a. Latest TOT/TBID Reports – July 2025
 - b. CBRE/PKF/STR Reports – August 2025
 - c. Current Financials – None. FY 24-25 year-end STVR TBID will be remitted to VHB by November 1st for June 2025 Financials.
 - d. Approval of previous minutes – June 25, 2025
- VI. Chairman's Report (Simpson)

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- VII. Board Orientation Refresh (Llido)
- VIII. President & CEO Agenda Items
 - a. 2023-2026 Strategic Plan Update (VHB Staff)
 - b. Brief overview: VHB Annual Report & Program of Work as presented at Sept 16 City Council meeting (Holmes)
 - c. Leadership Development Discussion (Llido)
- IX. VHB President & CEO Search Update (Simpson)
- X. Brief Department Updates
- XI. Adjournment

Key dates to remember

October 2025

- Executive Committee Meeting: October 14, 2025 from 3-4 pm in the VHB Conference room
- Kelly Miller's retirement party on October 16th at the Hyatt Regency

November 2025

- VHB Executive Committee Meeting: November 13, 2025
- VHB Board Meeting: November 18, 2025

December 2025

- VHB Board Holiday Party December 4th at BLK

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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.