

**Visit Huntington Beach
Board of Directors Meeting**

Tuesday, September 23, 2025
3:30 p.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.

MINUTES

- I. Call to Order and Antitrust Reminder (see reverse) by Jon Benson, Vice Chair, at 3:30 pm
- II. Roll Call:
 - Present: Brett Barnes (Duke's HB), Chris DeGuzman (Hotel HB), David Wetzel (McKenna Claire Foundation), Dawn McCormack (Timeless Treasures), Debbie Killey (Republic Services), Janis Mantini (Individual at large), Jeff Holson (Holson Property), Jon Benson (Hyatt Regency), Marisa Unvert (John Wayne Airport), Meg Bernardo (World Surf League), Peter Townend (ActiveEmpire), Rachel Rameriz (Performance Excellence Partners) Sandy Schultz-Taylor (Model Citizen Apparel), Sheik Sattaur (ADP)
 - Present via Zoom: Paul Maddison (Pasea Hotel)
 - Absent: Jennifer Williams (Pacific City), Brian Smith (HBPD), Dean Torrence (Individual at large), John Villa (HB Wetlands Conservancy), Justin Simpson (Kimpton Shorebreak), Paulette Fischer (Waterfront Resort), Vipe Desai (SIMA)
 - Staff Present: Kelly Miller, Michelle Devine, Omar Holmes, Nicole Llido, Clara Tsang, Christy Hill, Sophia Valdivia, Heather Saez
 - City of HB Guests: Kriss Casanova
 - Other Guests (Via Zoom): None
- III. Announcement of Late Communications: None
- 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. Consent Agenda
 - a. Latest TOT/TBID Reports: April 2025
 - b. CBRE/PKF/STR Reports: May 2025
 - c. Latest Financials: March 2025
 - d. Approval of previous minutes: June 25, 2025

Visit Huntington Beach
Board of Directors Meeting
Wednesday, September 23, 2025
3:30pm to 4:30 p.m.
VHB Office
155 Fifth Street Suite 111
Huntington Beach, CA 92648

- e.  Sheik Sattaur made the motion, Dawn McCormack seconded, and a vote by roll call approved the consent agenda with Sandy Shultz-Taylor abstaining.

VI. Chairman's Report (Simpson): None

VII. Board Orientation Refresh (Llido):

- a. Nicole Llido conducted a Board orientation refresh, reviewing policies pertaining to the Brown Act, VHB Board Responsibilities, Code of Ethics, and the Board Contact and Interest Forms. Debbie Killey requested that Social Media also be added to the Code of Ethics. Omark Holmes will follow up.

VIII. President & CEO Agenda Items

- a. 2023-2026 Strategic Plan Update (VHB Staff): Omark Holmes reviewed the current status of the 2023-2026 Strategic Plan goals and objectives. Later this year VHB will work with Coraggio Group, who helped form the last two plans, to refresh the plan for the next three years.
- b. Omark Holmes provided a brief review of the VHB Annual Report & Program of Work as presented at the September 16 City Council meeting. VHB provides updates to the Board at the end of each fiscal year and to the City in the Fall as required by VHB's Management District Plan, which governs VHB's TBID agreement with the City.
- c. Leadership Development Discussion (Nicole Llido): 4 new board members were voted in for this new fiscal year but one dropped off over the summer. With one vacancy, one additional board member should be added. The board was asked for suggestions on who to add.

IX. VHB President & CEO Search Update (Llido): Initial interviews are being conducted by The Winner Partners. The goal is to have the top six candidates selected by early October, with an offer to be made by Thanksgiving.

X. Brief Department Updates

XI. Adjournment at 4:33 pm 

Visit Huntington Beach
Board of Directors Meeting
Wednesday, September 23, 2025
3:30pm to 4:30 p.m.
VHB Office
155 Fifth Street Suite 111
Huntington Beach, CA 92648

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.