

**Visit Huntington Beach
Executive Committee Meeting Minutes**

Thursday, September 24, 2020

10:30 a.m. – 11:45 a.m

Via Zoom

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 regular meeting and 24 hours prior to each special 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 at 10:31 am
- II. Vocal Roll Call. Committee Members Present:
Fischer (The Waterfront Beach Resort, a Hilton Hotel), Leinacker (Paséa Hotel and Spa), Mantini (Individual-at-large with interest in tourism), Rice (The Hyatt Regency Resort & Spa), Simpson (Kimpton Shorebreak HB Resort), Szilagyi (Best-VIP Chauffeured Worldwide)

Guests Present:
Visit Huntington Beach Staff: Kelly Miller, Omark Holmes, Heather Saez
- III. Public Comments — Chairperson (limited to 3 minutes/person): **none**
- IV. Consent Agenda (Kelly Miller)
 - a. Latest TOT / TBID Reports not available
 - b. CBRE/PKF / STR Reports
 - c. Current Financials not available
 - Motion to accept the Consent Agenda made by Paulette Fischer. Seconded by Janis Mantini. Yes votes: Paulette Fischer, Janis Mantini, Joe Leinacker, Peter Rice, Justin Simpson, Todd Szilagyi. No votes: none. Abstain: none. Motion passed.
- V. Chairman’s Report (Simpson)
 - a. General group discussion on effects of COVID-19 on local visitor industry
 - Simpson is reporting struggles with mask enforcement: 50% of guests agree to the rule and 50% don’t agree. Rice has extra staff to help enforce the rule. Szilagyi has operated a few small group bookings in South OC. He is able to fill vans over 50% capacity with a waiver. Rice and Simpson are starting to see group activity pick up.
- VI. President & CEO Updates (Kelly Miller)
 - a. CalTravel updates
 - The Group Sales and Convention Center Coalition has been pushing the State to release protocols for group meetings. Successful protocols from around the world have been presented. The Coalition is working with OC Health to push for meetings to be allowed. Visit California has saved \$1 million for COVID and other

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emergency response items, and there is the potential to be part of a co-op. Visitor sentiment to travel is as high as it has been since COVID.

- b. Introduction of Omark Holmes, VHB's new CMO
 - Omark led domestic and international marketing at Santa Monica Travel & Tourism for 5 years. He also brings a background in transportation and digital marketing.
- c. LA 2028
 - Most hotels have met with Melissa regarding the housing element of the Olympic Games. Huntington Beach could be considered for multiple sports.

VII. Brief Department Updates:

- a. Sales (none)
- b. Marketing and PR
 - Visit California's "Calling All Californians" campaign has launched.
 - CEO Newsletter will be sent out on a consistent basis.
 - Visit California is looking for new content. Send any news or story ideas to Jennifer Tong or Heather Saez.
 - Huntington Beach has received 8 recent PR hits, mostly local.
- c. Film & Travel Trade
 - Filming in HB is back.
- d. Visitor Services and Information Technology
 - 115 businesses have signed the OneHB Clean & Safe Pledge.
 - The Clean & Safe Pledge Passport is in process.
 - Behind the scenes CRM work continues for new pages on the website.
 - Events such as yoga classes, live music and Oktoberfest are starting to come back.
- e. Miscellaneous
 - All 15 City Council candidates are being interviewed by VHB.
 - City of HB is considering options for short-term vacation rentals.
 - AIA Beach Volleyball National Championship might be coming to HB.
 - VHB is currently going through staff reviews.
 - Deferred lease payments are in discussion. There may be some management changes with the property.

VIII. Adjournment at 11:07 am

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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 Nicole Llido at nicole@surfcityusa.com or (714) 969-3492.