

**Visit Huntington Beach
Advocacy Committee Meeting**

Wednesday, November 12, 2025

4:00 p.m. - 5:00 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 (714) 969-3492 or nicole@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) at 4:01 pm
- II. Roll Call:
 - VHB Board of Directors Present:
 - Janis Mantini
 - Jeff Holson, Holson Properties LLC
 - John Villa, HB Wetlands
 - VHB Board of Directors Not Present:
 - Debbie Killey, Republic Services
 - Jennifer Williams, Pacific City
 - VHB Staff:
 - Clara Tsang
 - Nicole Llido
 - Omark Holmes
 - City of Huntington Beach:
 - Shannon Levin
- 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. Approval of Minutes - October 22, 2025
 - a. Motion to approve minutes made by John Villa, seconded by Jeff Holson. All approved.
- VI. Reports from Representatives and City of HB

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- a. Shannon Levin, City of HB - City is working to streamline policies for entitlements to shorten the timeframe for approvals. These efforts are to encourage LA28 related business in HB. If VHB hears of any potential opportunities related to LA28, send to Molly Uemera or Shannon Levin at the City. New Mayor and Mayor Pro-Tem will be sworn in on December 2. Mayor Pro Tem not announced yet. Tree lighting and Small Business Expo will be during Surf City Nights on November 25.
- VII. VHB Marketing Overview by Omark Holmes, CMO. Reviewed current campaigns and visitor profile.
- VIII. Update on VHB President & CEO Search by Nicole Llido, VP Administration & Community Engagement. VHB Executive Committee will be meeting next week to discuss further and hopefully make a final decision.
- IX. CalTravel Upcoming Events
 - a. Nautical Networking in Marina del Rey, November 13, 2025, 5:30 pm - 8 pm, \$75
 - b. Express Board Meeting in Costa Mesa, December 4, 2025, 8:30 am - 12 pm, Free
- X. Adjournment at 4:57 pm

Upcoming Advocacy Committee Meetings & Events

- Thursday, December 4, 2025 at 4 pm to 6 pm - VHB Holiday Reception @ BLK
- Wednesday, December 10, 2025 at 4 pm - Advocacy Committee Meeting