



**Visit Long Beach
Board of Directors Meeting Minutes
Thursday, August 14, 2025
12:00 PM - 1:30 PM**

Hyatt Regency
200 South Pine Ave
Long Beach, CA 90802
Beacon A

Minutes

Board Present – Bill Collier, Dan Salas, Greg Bombard, Greg Guthrie, Imran Ahmed, Jim Michaelian, Kishen Heera, Lisa Arias, Marcelle Epley, Nicky Clair, Angel Garcia, Rob Adams, Silvano Merlo, Steve Caloca, Bill Rouse, Rahul Vir, Scott Hamilton, Terry Antonelli, Andre Brose, John Thomas

Board Absent – Chen Lau, Dennis Patel, John Thompson, Hitu Patel, Julia Huang, Mark Hammerbeck, Ron Nelson Gregory Sanders

1. Chair Call to Order Visit Long Beach Board Meeting – *Meeting called at 12:01pm by Bill Rouse*
2. Public Comment – *No public Comment*
3. **Action Item:** Approval of minutes
 - a. Approval of May 15, 2025 Board minutes
Nicky Clair motion to approve, Seconded by Imran Ahmed, none opposed, none abstained

Bill Rouse calls for a moment of silence for the passing of Skip Keesal.
4. **Action Item:** Approval of Board Slate presented by the Nominating Committee
Marcelle Epley motion to approve, Seconded by Nicky Clair, none opposed, none abstained
5. **Action Item:** Filling Open Board Seat – *Fairmont Breakers General Manager Andre Brose*
Scott Hamilton motion to approve, Seconded by Imran Ahmed seconds, none opposed, none abstained
6. Annual Audit Presentation by Windes – *Jessica Kober presented annual audit findings to the board. No major infractions or discrepancies found during the course of the audit.*
7. **Action Item:** Annual Audit Discussion and Approval
Nicky Clair motions to approve, Seconded by Lisa Arias, none opposed, none abstained
8. CEO Report

- a. Special Announcement – *Award for Meet Long Beach – VisitLB wins Stella Award for 9th consecutive year, Convention Center wins for 8th year.*
 - b. LULAC – *Recap of LULAC reception and conference*
 - c. Long Beach Walls – *Recap of Long Beach Walls and mural at Marriott Long Beach Downtown*
 - d. New Website – *New website will feature Artificial Intelligence and Integration + Optimization.*
9. 2025 – 2026 Annual Budget Presentation – Annual budget presented by VisitLB and MeetLB teams.
10. **Action Item:** 2025 – 2026 Budget Discussion and Approval
Greg Bombard motion to approve, Seconded by Imran Ahmed, none opposed, none abstained
11. Marketing & Communications Update
- a. Summer Advertising Results: VisitCA and LOCALE Magazine
 - b. Media Relations
 - SF Gate, Fourth of July/Big Bang Coverage
 - Upcoming: Cambodia Town feature on KCAL
 - c. Social Media & Web Successes – Presentation by Lauren Mayne – *Website had 200k increase in Web Sessions YOY 23-24 vs 24-25. 2M total sessions projected for 2026. Social Media had 7 million increase in impressions YOY 23-24 vs 24-25.*
 - d. Summer Influencer Update
Presentation by Claire Atkins
12. Client Relations
- a. US Conference of Mayors Tampa Bay Conference & Long Beach Site Visit – *Courtney Russell recapped US Conference of Mayors Conference and Long Beach Site Visit by the US Conference of Mayors.*
 - b. Beats and Bites & Long Beach Food Scene Week
Brian Addison recapped both events to the board. Beats and Bites attended by several high profile companies including CAA and Warped Tour. Cordell Broadus, son of Snoop dog was also in attendance.
13. Meet Long Beach YTD Overview
- a. STR – *LB continues to outpace San Diego and Los Angeles in Rate, Occupancy, and RevPar*
 - b. Production – *97% YTD, 162k Definite Roomnights*
 - c. Key Bookings – *Anime 2028 – 2031, International Parking and Mobility, Society for Personality and Social Psychology*
 - d. Director of Hotel Group Sales – Presentation by Arturo Cruz-Tucker and Jennifer Pak - *New position to focus on In-House hotel sales, starting September 1*
14. Adjourn -
Nicky Clair motions, Marcelle Epley seconds, all in favor- Meeting adjourned at 1:25pm

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Courtney Russell at (562) 822-8037 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC: You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.