



**Visit Long Beach
Board of Directors Meeting
Thursday, December 11, 2025
12:00 PM - 1:30 PM**

Long Beach Convention Center
300 E Ocean Blvd
Long Beach, CA 90802
Terrace Theatre Lobby

Minutes

Board Present – Silvano Merlo, Mark Hammerbeck, Terry Antonelli, Lisa Arias, Marcelle Epley, Imran Ahmed, Larry Jackson, Bill Rouse, Bill Collier, Scott Hamilton, Kishen Heera, Nicky Clair, Rob Adams, Steve Caloca, Greg Guthrie, Dennis Patel, Dan Salas, Andre Brose, Laverne Duncan

Board Absent – Gregory Sanders, Hitu Patel, Jim Michaelian, Greg Bombard, Chen Lau

1. Call to Order Visit Long Beach Board Meeting at 12:06pm
2. Approval of minutes
 - **Action Item:** Approval of August 14, 2025 Board minutes
Marcelle Epley motion, Dan Salas Seconded, none opposed, none abstained
3. CEO Report
 - Christmas Tree Lighting
Steve Goodling plays Tree Lighting video recap
 - Group Sales Christmas Fam – *Steve Goodling and Arturo Cruz-Tucker recap the Christmas Tree Fam*
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 - Bandwango – Membership Business Packaging – *Steve Goodling spoke*
 - Convention Group Competition – *Steve Goodling spoke*
4. Marketing & Communications Update
 - Holiday Marketing - *Denny Cristales spoke*
 - Digital Pass Program – *Samantha Mehlinger spoke*
 - Social Media & Web Updates – *Lauren Mayne and Samantha Mehlinger provided updates*

5. Client Relations

- Community Relations
 - Gospel Brunch – *Courtney Russell spoke*
 - NAACP Gala – *Courtney Russell spoke*
 - CSULB Men’s Volleyball Team – *Courtney Russell spoke*
 - Skip Keesal Memorial – *Courtney Russell spoke*

6. Meet Long Beach

- 2024 – 2025 Group Sales Business Recap / October & November
- PACE
- Major Sales In-Market Events

7. Adjourn – *Bill Rouse announced passing of Bob Foster, meeting adjourned at 1:29pm in honor of Bob Foster. Lisa Arias motion, Nicky Clair seconded, none opposed, none abstained.*

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.