



Visit Long Beach
Board of Directors Meeting Minutes
Thursday, January 23, 2025
12:00 PM - 1:30 PM

Hilton Long Beach
701 W Ocean Blvd, Long Beach, 90831
International Meeting Rooms 1 & 2

Board Present

Gregory Sanders, Larry Jackson, Terry Antonelli, Angel Garcia, Ron Nelson, John Thomas, Steve Caloca, Rob Adams, Imran Ahmed, Kishen Heera, Marcelle Epley, Rahul Vir, John Thompson, Mark Hammerbeck, Scott Hamilton

Board Absent

Lisa Arias, Bill Rouse, Nicky Clair, Dan Salas, Jim Michaelian, Bill Collier, Chen Lau, Dennis Patel, Greg Guthrie, Greg Bombard, Julia Huang, LaVerne Duncan, Silvano Merlo, Mark Steenge, Steven Hum, Hitu Patel

Staff Present

Steve Goodling, Courtney Russell, Joseph Jenci, Paula Almaraz, Cindy Robbins, Arturo Cruz-Tucker, Aristotle Marinas, Shannon Yates, Stephanie Molina, Destini Moore, Lauren Mayne, Denny Cristales, Steve Lowery, Troy Karnoff, Joshua Switzer, Dave Rayment, Robert Stachnik

1. Call to Order Visit Long Beach Board Meeting
 - a. Called to order by Larry Jackson at 12:07pm

2. Public Comment
 - a. No public comments

3. **Action Item:** Approval of minutes
 - a. Approval of November 14, 2024 Board minutes
 - b. Motioned by Imran Ahmed, seconded by John Thomas, none opposed, none abstained – unanimous approval

4. CEO Report on the following:
 - a. Christmas Tree Lighting Overview
 - Overview of holiday activations at the Terrace Theater Plaza and the Queen Mary

- b. State of the City / Amphitheatre
 - Recap of Mayor Rex Richardson's State of the City and plans for the new amphitheatre next to the Queen Mary, projected for late 2025
 - Showcase of proposed Long Beach Arena redesign heading into the LA28 Olympics
- c. Convention Center Update
 - Strong 2025 for bookings, including Impressions Expo and Fish Hall Show this month
- d. Grand Prix
 - Strong push to promote Grand Prix to start 2025 – starting with a recent video highlighting the grand marshalls for the upcoming event

5. Communications

- a. IMM
 - Samantha Mehlinger and Claire Atkinson away on conference in New York networking with journalists to pitch Long Beach for news coverage and features
- b. Influencer Updates
 - Upcoming partnership with influencers, such as Vineyards & Voyages promoting the Fairmont Breakers
- c. Media Coverage
 - Features in nationwide and regional media outlets, including NBC and ABC
 - New connection with international publication Ouest France
- d. Web & Social Media Performance Updates
 - New website coming June of 2025, in partnership with Tempest
 - Continued growth in Instagram, Facebook, and TikTok; slight decline in Twitter growth attributed to the platform's loss in popularity globally

6. Client Services

- a. Citywide Convention Updates
 - Anime LA 20
 - Booked for 2026, 2027, and aiming for 2028 and 2031
 - Impressions Expo
 - 14,000 attendees
- b. Upcoming Citywide Conventions
 - American College Personnel Association
 - 3,800 room nights
 - TPM
 - Signed for 2026 and 2027
 - Society of American Gastrointestinal Endoscopic Surgeons
 - 4,800 room nights
 - Lifesavers
 - 4,100 room nights; 2,000 people expected attendance
 - Tesol International Association
 - CABE Annual Conference & 50th Anniversary
 - Also celebrating 50th anniversary along with Grand Prix

7. Membership

a. Small Business Marketing & Branding Partnership

- More than 60 new members in 2024
- Extending partnership with the City of Long Beach Economic Department to promote discounted membership through the Small Business Marketing Program

b. Upcoming Boot Camp Workshop

- Next topic in March is Defining, Managing, and Growing Your Brand – made possible by a grant from the City of Long Beach
- Network events for members: PF Chang's, Breakfast Bar, Gaucho Beach, Compound

8. MeetLB Updates

a. New additions to sales team

- Dave Rayment and Robert Stachnik

b. Sales updates

- Current pace (year over year) – 2025 is up 6 percent
- 18 site inspections from October through December
- IMEX Las Vegas October 8-10, 2024
- PCMA Convening Leaders
- 5 micro events held year to date
- 213.6 ADR, leading big cities like San Diego

9. Adjourn

- b. Motion to adjourn meeting by Imran Ahmed, seconded by John Thomas, none opposed, none abstained – unanimous approval

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 and at least 24 hours prior to a special 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.