



**Visit Long Beach
Board of Directors Meeting
Thursday, March 20, 2025
12:00 PM - 1:30 PM**

Long Beach Marriott
4700 Airport Plaza Dr, Long Beach, CA, 90815
Salons CD

Minutes

Board Present – Bill Rouse, Scott Hamilton, Mark Steenge, Steve Caloca, Rob Adams, Angel Garcia, Rahul Vir, Nicky Clair, Mark Hammerbeck, Marcelle Epley, Lisa Arias, Larry Jackson, Kishen Heera, John Thomas, Jim Michaelian, Imran Ahmed, Dennis Patel, Dan Salas, Chen Lau

Board Absent – Bill Collier, Greg Bombard, Greg Guthrie, Gregory Sanders, John Thompson, Julia Huang, Ron Nelson, Silvano Merlo, Terry Antonelli, Laverne Duncan

1. Call to Order Visit Long Beach Board Meeting – *Meeting called to order by Bill Rouse at 12:03pm*
2. Public Comment – No Public Comment
3. **Action Item:** Approval of minutes
 - a. Approval of January 23, 2025 Board minutes – *Motion by Marcelle Epley, second by John Thomas, none opposed, none abstained*
4. **Action Item:** Audit Committee
 - a. Open for Volunteers on the Audit Committee – *No action taken pending volunteers*
5. Chair
 - a. Report on Legal Defense by Chairman Bill Rouse – *Bill updates board that Steve Goodling has been completely cleared of all legal responsibility regarding the lawsuit.*
 - b. Financial Update by CFO Larry Jackson – *Larry provides update on company financials*
6. CEO Report on the following:
 - a. Grand Prix
 - *FAM & Queen Mary Party, etc... Steve previews the upcoming 50th anniversary.*
 - *Site Selectors – Steve previews upcoming Site Selectors in collaboration with Grand Prix Fam*
 - b. Amphitheatre & Long Beach Arena Update – Steve provides update on Amphitheatre
 - c. Branding – Steve provides update city intent to contract MeetLB for city branding
 - d. Special Events & Weddings – Steve provides update on new Weddings program

7. Communications
 - a. Website Statistics – *Web traffic - Session +6% YoY, Pageviews +3% YoY.*
 - b. Website Development Update – *Sam provides update on new website, timeline, etc...*
 - c. Social Media Videos & Data – *Gemma Bakery 2.3 million views / 73k likes*

8. Membership
 - a. New Member Highlights – *30 new members, partnered with Level Up for second time.*
 - b. Community Relations – *Courtney provides update on Community Relations*
 - Black History Month
 - Long Beach CAP

9. Client Services – *Courtney provides recap on Client Services*
 - a. TPM Recap
 - b. Visit Denmark Site Visit / Tall Ship Danmark
 - c. Alpha Phi Alpha

10. MeetLB Updates
 - a. Year to Date Overview – *Arturo provides update on MeetLB – 31 site visits, 79K potential room nights. 8 microevents, 4k leads/RFPs, 15k potential room nights.*
 - b. Future Outlook - *Pace – 2025 +7%, 2026 -10%, 2027 +15%. Tradeshow YTD 257K room nights.*

11. Adjourn – *Motion to adjourn by Scott Hamilton, seconded by John Thomas, none opposed, none abstained. Meeting adjourned at 1:28pm*

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.