



**Visit Long Beach**  
**Board of Directors Meeting Minutes**  
**Thursday, May 15, 2025**  
**12:00 PM - 1:30 PM**  
**Hyatt Regency**  
200 S Pine Ave, Long Beach, 90802  
Beacon Ballroom

Minutes

**Board Present** – Bill Collier, Dan Salas, Greg Bombard, Greg Guthrie, Gregory Sanders, Hitu Patel, Imran Ahmed, Jim Michaelian, Kishen Heera, Lisa Arias, Marcelle Epley, Mark Hammerbeck, Nicky Clair, Angel Garcia, Rob Adams, Silvano Merlo, Steve Caloca, Bill Rouse, Laverne Duncan, Rahul Vir, Ron Nelson, Julia Huang

**Board Absent** – Chen Lau, Dennis Patel, John Thompson, John Thomas, Scott Hamilton, Terry Antonelli

1. Call to Order Visit Long Beach Board Meeting – Meeting called to order by Bill Rouse at 12:01pm
2. Public Comment - *No Public Comment.*
3. **Action Item:** Approval of minutes
  - a. Approval of March 20, 2025 Board minutes  
*Bill Collier motion to approve, Seconded by Marcelle Epley, none opposed, none abstained*
4. **Action Item:** Approval of Board members nominated by the Ad Hoc 2025 Nominating Committee  
*Nicky Claire motion to approve, Seconded by Ron Nelson, none opposed, none abstained*
5. CEO Report on the following:
  - a. **BIG BANG ON THE BAY APPROVED!!!** John Morris  
*John shared the approval of the Big Bang on the Bay fireworks.*
  - b. Grand Prix
    - Jim Michaelian Recap  
*Jim recapped the 50<sup>th</sup> annual Grand Prix. Attendance was over 200,000 people during the course of the weekend capping another record year.*
    - Grand Prix Fam Trip Sales Results - *Recap on Grand Prix Fam Trip results and including client feedback. 110 clients & guests, 137k tentative room nights*
    - Grand Prix Digital Content Results - *Recap of Digital content results from Grand Prix. 1m views, 50k engagement*
  - c. Olympics  
*Beril Unver provided a presentation and updated the board about the success of the Los Angeles Consulate Corp presentation and site visit. Over 50 countries visited Long Beach and took a Harbor Breeze boat tour of the coast to view Olympic sites.*
  - d. Alpha Phi Alpha

*Video presentation and discussion about the potential business the annual conference will bring to Long Beach. 2029 conference is 3.5K attendees / 6k room nights*

- e. *LULAC - Update on the status of LULAC, VIP Party, etc...*
- f. *Long Beach Pride - Long Beach Pride recap*
- g. *Office Lease Discussions - Update provided on current office lease discussions and potential move by Steve.*
- h. *Convene Magazine: White Paper - Recap of PCMA white paper article on Long Beach.*

6. Communications

- a. Community Engagement
  - *Cambodia Town Parade - Cambodia Town Parade recap*
  - *Sankranta - Sankranta recap*
  - *Congressional Cup - Congressional Cup recap*
  - *Juneteenth - Shared upcoming Juneteenth celebration dates, location, etc...*
- b. *Influencers - Claire Atkinson updated the group on previous influencers. 2.6 million impression YTD.*
- c. *Web & Social Media Analytics - Lauren Mayne updated the group on Web and Social Analytics. Web Traffic 862K sessions, 1.3M pageviews. Instagram 5.2M impressions, TikTok 878K impressions, Facebook 2M impressions, X 101K impressions.*
- d. *Summer Travel Campaign - Samantha Mehlinger updated the board on the Summer Travel Campaign.*

7. Membership

- a. *Specials Events and Weddings - Courtney Russell introduced Brooke Scheer, the new Membership Manager. Brooke will oversee wedding venue program, and other membership related duties.*
- b. *“Music Tastes Good” B2B Networking Event - Courtney Russell provided update on Beats and Bites networking event being hosted by the Mayor. Event will connect top industry promoters with local businesses to collaborate on new amphitheater.*

8. MeetLB Updates

- a. *VP of Sales - Jennifer Pak - Arturo Cruz-Tucker introduces new VP of Sales to the board.*
- b. *Room Night Production. Arturo Cruz-Tucker provided team production, 96K definite room nights, 82% YTD*
- c. *Gaylord - Gaylord Chula Vista is now open. Property is a direct competitor for Long Beach Conventions.*
- d. *STR Report - Long Beach YTD through March 2025 ahead of San Diego in RevPar, ADR and Occupancy.*

9. Adjourn

*Bill Collier motioned to adjourn, seconded by Scott Hamilton, none opposed, none abstained. Meeting adjourned at 1:31pm.*

**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.