



Visit Long Beach Board of Directors Meeting Minutes
Thursday, November 14, 2024
12:00 PM - 1:30 PM

Westin

333 E Ocean Blvd, Long Beach, 90802
Centennial Ballroom Salons C & D

Board Present

Gregory Sanders, Nicky Clair, Larry Jackson, Dan Salas, Greg Guthrie, Terry Antonelli, Bill Rouse, Angel Garcia, Lisa Arias, LaVerne Duncan, Julia Huang, Imran Ahmed, Silvano Merlo, Rahul Vir, Jim Michaelian, Scott Hamilton, Marcelle Epley, Steve Caloca, John Thomas, Hitu Patel, Kishen Heera, Dennis Patel, John Thompson,

Board Absent

Ron Nelson, Chen Lau, Bill Collier, Steven Hum, Mark Steenge, Rob Adams

Staff Present

Steve Goodling, Courtney Russell, Samantha Mehlinger, Joseph Jenci, Paula Almaraz, Cindy Robbins, Arturo Cruz-Tucker, Aristotle Marinas, Shannon Yates, Stephanie Molina, Destini Moore, Lauren Mayne, Denny Cristales, Steve Lowery, Claire Atkinson, Destini Moore, Hillary Bernstein, Troy Karnoff, Joshua Switzer, Joanna Vasquez

AGENDA

1. Call to Order Visit Long Beach Board Meeting by Chair Bill Rouse at 12:09pm
2. Public Comment – no public comment
3. **Action Item:** Approval of minutes
 - a. Approval of September 12, 2024 Board minutes
 - Motion to approve by Imran, seconded by Larry, Unanimous vote, none opposed, none abstained
4. **Action Item:** Vacant Board Seat
 - a. Board vote to accept recommendation of Mark Hammerbeck to fill Board Seat vacated by Mir Said of Residence Inn Long Beach Downtown.
 - Motion to approve by Larry, seconded by Imran, Unanimous vote, none opposed, none abstained
5. CEO Report on the following:
 - a. Stella Award
 - Jewels Long Beach recognizes the Long Beach Convention and Visitors Bureau (VisitLB x MeetLB) and the Long Beach Convention and Entertainment Center for winning the Stella Award for the 8th and 7th times, respectively
 - b. 50th Grand Prix of Long Beach

- Jim Michaelian formally announces Penske Entertainment's acquisition of the Acura Grand Prix of Long Beach and all of its assets
 - c. Economic Impact Report
 - Economist Robert Kleinhenz of CSULB details the economic impact of visitor spending in Long Beach in 2023
 - d. Long Beach Police Chief Wally Hebeish
 - Chief Wally updates about the Long Beach Police Department's focus on addressing violent crime and quality of life for residents and business owners
 - e. Christmas Tree Lighting & Other Highlighted Dates
 - Dec. 4 at the Long Beach Terrace Theater
6. Communications
- a. Media Coverage
 - Update about French coverage of the Queen Mary
 - b. Influencer Updates
 - High performing social media videos in collaboration with Longbeachize, Spookyfoodie, Pepper of Long Beach, and Fernando Delaquadra
 - c. Holiday Marketing Update
 - Press coverage from Press-Telegram, Grunion Gazette, and Long Beach 908 magazine – and growth through Google Ads
 - d. Web & Social Media Performance Updates
 - Web sessions and organic searches up on VisitLB page and Instagram/TikTok
7. Membership & Client Services
- a. Membership Growth
 - Substantial increase in membership sign-ups from pandemic era to present day
 - b. Small Business Marketing & Media Bootcamp
 - Highlight of First Date Guide's workshop on Nov. 5
8. MeetLB Updates
- a. IMEX
 - Las Vegas Tradeshow led to 48 RFPs, and 84K+ TRN opportunities
 - b. Year End Numbers and Leads
 - Cal HOSA /Tasha Day/Gold Cup/Country Coastal Jam/Institute for Educational Leadership (IEL)
 - Joseph and Arturo details business leads and confirmed RFPs
9. Meeting adjourned at 1:27pm

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.