



**Visit Long Beach
Board of Directors Meeting
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

AGENDA

1. Call to Order Visit Long Beach Board Meeting
2. Public Comment
3. **Action Item:** Approval of minutes
 - a. Approval of November 14, 2024 Board minutes
4. CEO Report on the following:
 - a. Christmas Tree Lighting Overview
 - b. State of the City / Amphitheatre
 - c. 50th Grand Prix
 - d. Convention Center Update
5. Communications
 - a. IMM
 - b. Influencer Updates
 - c. Grand Prix
 - d. Holiday Promotions
 - e. Media Coverage
 - f. Web & Social Media Performance Updates
6. Membership
 - a. Upcoming Boot Camp Workshop
 - b. Small Business Marketing & Branding Partnership
7. Client Services
 - a. Citywide Convention Updates
 - Anime
 - Impressions Expo
 - b. Upcoming Citywide Conventions
 - American College Personnel Association
 - TPM
 - Society of American Gastrointestinal Endoscopic Surgeons
 - Lifesavers
 - Tesol International Association
 - CABE Annual Conference & 50th Anniversary

8. MeetLB Updates
 - a. Promo Funds
 - b. Fiscal YTD Recap
 - c. Fiscal looking Forward

9. Adjourn

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.