



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

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

**AGENDA**

1. Call to Order Visit Long Beach Board Meeting
2. Public Comment
3. **Action Item:** Approval of minutes
  - a. Approval of September 12, 2024 Board minutes
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.
5. CEO Report on the following:
  - a. Stella Award
  - b. Economic Impact Report
  - c. Long Beach Police Chief Wally Hebeish
  - d. Christmas Tree Lighting & Other Highlighted Dates
6. Communications
  - a. Media Coverage
  - b. Influencer Updates
  - c. Holiday Marketing Update
  - d. Web & Social Media Performance Updates
7. Membership & Client Services
  - a. Membership Growth
  - b. Small Business Marketing & Media Bootcamp
8. MeetLB Updates
  - a. IMEX
  - b. Year End Numbers
  - c. Cal HOSA / Tasha Day
  - d. Gold Cup
  - e. Country Coastal Jam / Institute for Educational Leadership (IEL)
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.