

## **LBCVB Board of Directors Meeting Minutes**

**August 4, 2022**

**LOCATION: Hyatt Regency**

### **Directors Present**

Imran Ahmed, Bill Collier, Greg Bombard, Greg Guthrie, Hitu Patel, Jane Netherton, Jim Michaelian, John Thompson, John Thomas, Karen Englund, Marcelle Epley, Mooyon Kim, Nicky Clair, Sid Ramani, Raymond Min, Todd Lemmis, Rob Adams, Terry Antonelli

### **Directors Absent**

Larry Jackson, Silvano Merlo, Renato Alesiani, William Rouse, Dennis Patel

### **CVB Management & Staff Present**

Steve Goodling, Jeff Forney, Joseph Jenci, Kenya Bannister, Samantha Mehlinger, Paula Zepeda, Cindy Robbins, Aristotle Marinas, Lori Elgayar, Shannon Yates, Denny Cristales

### **Convention Center Management & City Staff Present**

Robert Smit, Tra Jones, Eric Lopez, John Braun, Veronica Quintero, Nick Schultz

### **Special Guests**

South Division LBPD Commander Stephanie Hall

### **PBIA Meeting**

- Meeting called to order by Todd Lemmis
- Cindy Robbins presented the 2022-2023 PBIA budget.
- Call for public comment on the PBID budget by Todd Lemmis – no public comment

Motion to approve the PBID budget for 2022-23

Motioned/Second/Motion Passed

Meeting adjourned

### **CVB Board Meeting**

- Meeting called to order by Todd Lemmis
  - Introduction of new South Division Long Beach Police Department (LBPD) Commander Stephanie Hall
  - Lemmis requested a motion to approve and accept the May board meeting minutes
- Motioned/Second/Motion Passed

### **TOT Fiscal Budget Presentation**

- Cindy Robbins presented the TOT budget

Requested motion to approved TOT Fiscal Budget 2022-23

Motioned/Second/Motion Passed

## **CEO Report by Steve Goodling**

- Highlighted July's Long Beach Pride Parade Reception that featured the installation of a giant pink flamingo in front of the Terrace Plaza. Attendees commemorated the beginning of the Pride Parade that weekend, hosted alongside Mayor Robert Garcia
- A recap of the Fairmont Hotel The Breakers Long Beach announcement event – successful night with Long Beach notables and hospitality sector. This event validates the city's ability to support a luxury brand as well as enhances Long Beach as a pleasure travel destination.
  - The Fairmont Breakers Long Beach press announcement submitted on PR Newswire was published by 270 U.S. news outlets, reaching a combined potential audience of 183.5 million people.
  - Travel Weekly published an article about the Fairmont Breakers, with additional stories expected by the Los Angeles Business Journal and Convene Magazine. LA Magazine published a sponsored post on social media that generated 7,000 views.
  - Email to 12,000 people had an open rate of 30 percent announcing the Fairmont-Breakers partnership
- Christmas tree for Annual Tree Lighting Ceremony this year will be 67 feet, among the biggest in the region and perhaps bigger than Downtown Los Angeles'
  - Holiday lights will be tripled (over 500,000) from last year at the Terrace Theater Plaza during the Christmas holiday thanks to Measure B funds
  - Staff has contacted those with condos and apartments adjacent to the Terrace Theater Plaza to participate in a balcony decorating contest during the holidays
  - Surrounding office buildings are participating to create a wall of lights downtown.
  - Creation of a walking tour to see lights at various locations, such as The Promenade and Rainbow Lagoon, Terrace Plaza etc.
  - Additionally, two social media contests are set to go. First is a find Santa's hat. This contest has participants locating various Santa hats hidden throughout the plaza, taking a selfie and posting it on Instagram for a random drawing. There is also a show is your Long Beach holiday pride selfie contest where participants will post a photo in front of one of the many holiday displays downtown.
  - The Annual Tree Lighting Ceremony will be Monday, November 21.

## **Promo Funds by Kenya Bannister**

- Kenya presented for the National Association of Federally-Insured Credit Unions (NAFCU), for June 2023  
Motioned/Second/Motion Passed
- Kenya presented for The National Alternative Education Association (NAEA) for Fall 2024 and 2025  
Motioned/Second/Motion Passed

## **Department Reports**

- **Sales**
  - Joseph presented on Sales giving an update on sales performance year to date.
- **Communications**
  - Samantha Mehlinger presented on Communications giving a social media update.

**Miscellaneous by Todd Lemmis**

- The board put forth a slate of individuals for next year's board. Insufficient ballots were received from full membership, so the board of directors for next year is confirmed by default under the guidelines.
- A former SMG Global employee with the Convention Center filed a lawsuit that named SMG, the Convention Center, and CVB CEO Steve Goodling. Todd Lemmis went over the complaint with the executive board. The Executive Board voted and approved to defend and indemnify Steve Goodling in the lawsuit.

Motion to adjourn meeting – Second/Motion Passed

Meeting adjourned