



**Visit Long Beach
Board of Directors Meeting
Thursday, August 14, 2025
12:00 PM - 1:30 PM**

Hyatt Regency
200 South Pine Ave
Long Beach, CA 90802
Beacon A

AGENDA

1. Chair Call to Order Visit Long Beach Board Meeting
2. Public Comment
3. **Action Item:** Approval of minutes
 - a. Approval of May 15, 2025 Board minutes
4. **Action Item:** Approval of Board Slate presented by the Nominating Committee
5. **Action Item:** Filling Open Board Seat – Fairmont Breakers General Manager Andre Brose
6. Annual Audit Presentation by Windes
7. **Action Item:** Annual Audit Discussion and Approval
8. CEO Report
 - a. Special Announcement – Award for Meet Long Beach
 - b. LULAC
 - c. Long Beach Walls
 - d. New Website
9. 2025 – 2026 Annual Budget Presentation
10. **Action Item:** 2025 – 2026 Budget Discussion and Approval
11. Marketing & Communications Update
 - a. Summer Advertising Results: VisitCA and LOCALE Magazine
 - b. Media Relations
 - SF Gate, Fourth of July/Big Bang Coverage
 - Upcoming: Cambodia Town feature on KCAL
 - c. Social Media & Web Successes
 - d. Summer Influencer Update

12. Client Relations

- a. US Conference of Mayors Tampa Bay Conference & Long Beach Site Visit
- b. Beats and Bites & Long Beach Food Scene Week

13. Meet Long Beach YTD Overview

- a. STR
- b. Production
- c. Key Bookings
- d. Director of Hotel Group Sales

14. 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. 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.