



**Visit Long Beach  
Board of Directors Meeting  
March 19, 2026  
12:00 PM - 1:30 PM**

Location: Marriott Long Beach Downtown  
111 E Ocean Blvd, Long Beach, CA 90802

**REVISED AGENDA**

1. Call to Order Visit Long Beach Board Meeting
2. Public Comment
3. Approval of minutes
  - a. **Action Item:** Approval of January 22, 2026, Board minutes
4. CEO Report
  - Introduction of Commander Justin Krueger, South Division
  - Bob Foster Celebration of Life
  - Galaxy Watch Party
  - TPM
  - New Website Launch
  - Grand Prix Update – Jim Michaelian
5. Marketing & Communications Update
  - Attractions Pass
  - Influencer Campaign: LA in a Minute
  - Social Media & Web Traffic
6. Client Relations
  - Community Engagement
    - LB Pride Job Fair
    - Wedding Salon
    - Hotel Partner Lunch
7. Meet Long Beach
  - Q2 / January - February Overview
    - Production (Month / YTD)
    - Pace
    - STR
    - Key Convention Wins
      - National Public Relations Association 2029
      - California Assn of Realtors (CAR) 2028
      - American Clean Power 2027
      - California Economic Summit 2026
      - IDMR 2026

- Client Engagement (MIC-Ski, Pet Portraits, Aire Ancient Bath, HPN Spring Training, Association Management Center)
- Upcoming Micro events (Mosaic Lamps in VA, Bruno Mars Concert in Chicago, Atlanta Braves game)
- Upcoming presentation (Association Management Center, BCD Events Team)
  
- Q3 Looking Ahead
  - Grand Prix FAM
  - Maritz FAM

## 8. 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.