

**Visit Laguna Beach**

**Board of Directors Meeting**

**Thursday, April 21, 2022 at 3:00pm**

**Harvest at The Ranch Laguna Beach**

31106 Coast Hwy, Laguna Beach

**VLB Mission:** Develop and market Laguna Beach as a leading travel destination.

**AGENDA**

## Call to Order and Antitrust Reminder (see last page) by Chair Kurt Bjorkman

1. Roll Call: Bear (Surf & Sand Resort), Bjorkman (The Ranch at Laguna Beach), Domer (City of Laguna Beach), Higuchi (Festival of Arts/Pageant of the Masters), Keller (Mie Haus, Inc.), MacDonald (Tommy Bahama), Mitchell (Montage Hotels), Orgill (Orgill Resource Group), Philippsen (K.P. Company), Rogers (Montage Laguna Beach), Servin (John Wayne Airport, Orange County), Wylie (Laguna Beach House/The Inn at Laguna Beach)
2. Announcement of Late Communications (Kurt Bjorkman)
3. Public Comments — Chairperson (limited to 3 minutes/person):

*VLB welcomes public comments on all items on this agenda or of community interest. We respectfully request that this public forum be utilized in a positive and constructive manner. Please focus your comments on the issue or concern that you would like to bring to the attention of the Board.*

1. Consent Agenda (Kurt Bjorkman, Chairman): Action Item
2. Approval of previous Meeting Minutes – February 17, 2022
3. Consent Agenda (Chris Keller, Treasurer): Action Items
   1. Approval of Financials – February & March 2022
4. Chairman’s Report (Kurt Bjorkman)
5. Department Updates
   1. President & CEO (Ashley Johnson)
   2. Sales & Marketing (Anne-Marie Schiefer)
6. Committee Updates
   1. Hospitality-Related Ballot Initiatives (Bjorkman)
7. City of Laguna Beach Update (Domer)
8. Open Discussion/Announcements
9. Adjournment

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***ANTI-TRUST COMPLIANCE POLICY***

*Participants at the Visit Laguna Beach Board meeting are reminded to refrain from any actions or discussion which may be construed as violations of anti-trust law. Specifically, there will be no discussion relating to pricing or fees, discounts, sales, credit terms, competitive practices, or market allocations. Furthermore, participants should refrain from discussing specific problems and limit their questions and statements to those of general industry practices.*

## *MEETING ASSISTANCE NOTICE – AMERICANS WITH DISABILITIES ACT*

## *In accordance with the Americans with Disabilities Act the following services are available to members of our community who require special assistance to participate in VLB meetings. If you require special assistance, 48-hour prior notification will enable VLB to make reasonable arrangements. To make arrangements for an assisted listening device (ALD) for the hearing impaired, American Sign Language interpreters, a reader during the meeting and/or large print agendas, please contact Ashley Johnson at* [*ashley@visitlagunabeach.com*](mailto:ashley@visitlagunabeach.com)*.*