

REGULAR MEETING OF THE
Travel Santa Ana Board of Directors
www.travelsantaana.com
Wednesday, April 10, 2024 @ 2:00 p.m.
Location: **Hotel Zessa a DoubleTree by Hilton, 201 E. MacArthur Blvd.**

Travel Santa Ana Board of Directors
Chair, Julie Buettner, South Coast Metro
Courtyard,
Vice Chair, VACANT
Treasurer, Ryan Chase, 4th Street Market
Secretary, Erin Warady, Cannabis Chamber of
Commerce

Dave Elliott, Santa Ana Chamber of Commerce
Marc Morley, City of Santa Ana
Quinn Su, Doubletree by Hilton
Frank Atayde, Holiday Inn
Aaron Saliba, DoubleTree Santa Ana
VACANT, Embassy Suites
Wendy Haase, President, Travel Santa Ana

BOARD AGENDA

- I. Call to Order**
- Welcome/Introductions/Brief Updates from All
 - Public Comments (*items on the agenda and not on the agenda*)
- II. Approval of the Minutes**
- III. Chair Report:** **Buettner**
- GROW Conference
 - Qtrly. Mtg. w/ City of Santa Ana, SAPD & hoteliers
 - Tourism Marketing District renewal
 - Bylaws, roles, and responsibilities
 - Conflict of Interest and Non-Disclosure agreements
 - April Board Elections
- IV. Financial Report** **Morley on behalf of Chase**
- V. President Report:** **Haase**
- Copy righting and trademarking of Brand Book & Signatures
 - 2025-2028 Strategic Planning
 - Marketing updates
 - Peter Greenberg Worldwide - Hidden Gems
 - Threshold 360
 - Tourism Academy
 - City Council – June 4 @ 5:30 p.m.
 - Quarterly Action Plan
- VI. Sales Report:** **Becerra**
- VII. New Business**
- Marketing Advisory Group **Warady**
- VIII. Next Meeting**
- July 10 @ 2 p.m. Location TBD

IX. **Adjourn**

Brown Act: Government Code 54950 (The Brown Act) requires a brief description of each item to be transacted or discussed be posted at least 72 hours prior to the 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 Wendy Haase at (714) 973-2700 at least 48 hours prior to the meeting.

Notice to the Public: You are welcome and encouraged to participate in this meeting. Public comment is taken (2 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.