



REGULAR MEETING OF THE
Travel Santa Ana Board of Directors

www.travelsantaana.com

Wednesday, January 23 @ 2:30 p.m.

Location: Hotel Zessa, 201 E. MacArthur Blvd.

Travel Santa Ana Board of Directors

Chair, Aaron Saliba, Hotel Zessa, a DoubleTree
by Hilton

Vice Chair, Alissa Salma, Courtyard by Marriott

Treasurer, Ryan Chase, 4th Street Market

Secretary, Erin Warady, Cannabis Chamber of
Commerce

Courtyard by Marriott, VACANT

Cory Sams, MainPlace Mall

Marc Morley, City of Santa Ana

Quinn Su, *Former* Doubletree by Hilton

Frank Atayde, Holiday Inn

Wendy Haase-Roberts, President/CEO, Travel
Santa Ana

BOARD AGENDA

- | | |
|---|----------------|
| I. Call to Order | Saliba |
| <ul style="list-style-type: none">• Welcome/Introductions• Public Comments (<i>items on the agenda and not on the agenda</i>) | |
| II. Approval of the Minutes | |
| III. Chair Report: | Saliba |
| <ul style="list-style-type: none">• TMD Renewal• City & Hotelier Meeting | |
| IV. Financial Report | Chase |
| V. President Report: | Haase |
| <ul style="list-style-type: none">• 2025 Advertising Plan• World Cup Expedia Opportunity• Event report & tracking room nights• Brand USA Sales Mission• Santa Ana Enthusiast• Strategic Plan meeting w City• Visitor Incentive/Guest communications at hotels | |
| VI. Sales Report: | Becerra |
| <ul style="list-style-type: none">• Go West & Brand USA Mexico Sales Mission | |
| VII. New Business | |
| VIII. Next Meeting | |
| <ul style="list-style-type: none">• April 16, 2025 @ 2 p.m. Holiday Inn, 2726 South Grand Avenue | |
| 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.

X. **Adjourn**

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