



REGULAR MEETING OF THE
Travel Santa Ana Board of Directors

www.travelsantaana.com

Wednesday, April 16 @ 2:30 p.m.

Location: Holiday Inn, 2726 S. Grand Avenue

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, De'andre Gipson

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

- Welcome/Introductions
- Public Comments (*items on the agenda and not on the agenda*)

II. Approval of the Minutes

III. Chair Report:

Saliba

- Tourism Marketing District Renewal
- City of Santa Ana & Hoteliers Meeting
- Hotel update
- GROW Conference

IV. Financial Report

Chase

V. President Report:

Haase-Roberts

- Q1 report
- Copy rights and trademarks
- Santa Ana Enthusiast
- Visitor Incentive/Guest communications at hotels

VI. Sales Report:

Haase-Roberts

- Canada and Mexico markets
- Q1 leads and room nights

VII. Marketing

Gonzalez

- ChatBot

VIII. New Business

IX. Next Meeting

- **July 16, 2025 @ 2 p.m.** MainPlace Mall, 2800 N. Main St.

X. 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.

XI. 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.