



MARKETING ADVISORY GROUP

April 17, 2024 @ 2 p.m.

Location: Zoom

<https://us06web.zoom.us/j/88693215606?pwd=p9U0tfhNXQkOavA5OzsWWbi9zfVlxt.1>

Meeting ID: 886 9321 5606

Passcode: 803641

Marketing Advisory Group

- Wendy Haase-Roberts, President & CEO, Travel Santa Ana
- Erin Warady, Marketing Consultant, The Cannabis Chamber of Commerce
- Amanda Blazey, Director of Marketing, Orange County School of the Arts
- Logan Crow, Executive Director & Founder, Frida Cinema/DTSA Artwalk
- Paul Eakins, Public Affairs Information Officer, City of Santa Ana
- Darlene Gonzalez, Senior Business Development & Marketing Coordinator, MainPlace Mall
- Maria Gonzalez, Content & Community Engagement Manager, Travel Santa Ana
- Cori Lantz, Recreation & Community Services Supervisor, City of Santa Ana
- Scott Melvin, Vice President of School Relations, Mater Dei
- Kelly Radomski, Vice President of External Affairs, Bowers Museum
- Cherie Whyte, Vice President, Marketing, Discovery Cube
- Maribel Silva, Operations Coordinator, Santa Ana Zoo
- Jason (J-Bird) Venable, Co-Founder, Sauvecito

Advisory Group Agenda

1. Call to Order

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

2. Chair Report

- Objective of Marketing Advisory Group

Warady

3. Business Updates

- Name & Title
- Brief background on the business
- What's happening in the next 60-90 days

All



4. Travel Santa Ana Report

Haase-Roberts

- Overview of Travel Santa Ana
- Data & Analytics
- Next 60-90 days

4. Next Meeting

- July 24 @ 2 p.m. Location TBD

5. 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.