

REGULAR MEETING OF THE  
Travel Santa Ana Board of Directors  
Wednesday, May 11, 2022 @ 1:00 p.m.  
Location: Courtyard, 3002 S. Harbor Blvd.  
Join Zoom Meeting  
<https://us06web.zoom.us/j/86490141524?pwd=YmFoS0lTMU9BUTZrSGlSMGYxWlV5QT09>  
Meeting ID: 864 9014 1524  
Passcode: 154293

**Travel Santa Ana Board of Directors**  
Chair, Julie Buettner, South Coast Metro  
Courtyard,  
Vice Chair, Robert Kravitz, Courtyard by  
Marriott  
Treasurer, Ryan Chase, 4th Street Market  
Secretary, Erin Warady, Discovery Cube,  
David Elliott, Santa Ana Chamber of Commerce

Ashley Kravitz, MainPlace Mall/Santa Ana  
Chamber of Commerce  
Marc Morley, City of Santa Ana  
Quinn Su, Doubletree by Hilton  
Frank Atayde, Holiday Inn  
Valerie Cooper, Embassy Suites  
Aaron Saliba, DoubleTree Santa Ana  
Wendy Haase, President, Travel Santa Ana

### BOARD AGENDA

- I. Call to Order** **Buettner**
- Welcome/Introductions
  - Public Comments (*items on the agenda and not on the agenda*)
- II. Approval of the Minutes**
- III. Chair Report:** **Buettner**
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- IV. Financial Report** **Chase**
- V. President Report:** **Haase**
- Operations update
    - Expedia campaign
    - Visitor analysis
    - Website analytics
    - Brand initiative
    - Meetings
    - Content & Community Engagement Manager
  - Director of Sales report
- VI. New Business**
- VII. Next Meeting**
- Wednesday, June 8, 2022 @ 1 p.m. Location: Holiday Inn, 2726 S. Grand Avenue
  - Wednesday, July 13, 2022 @ 1 p.m. Zoom ONLY
  - Request August meeting be rescheduled to Tuesday, August 16 @ 1 p.m.
- VIII. 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.