

REGULAR MEETING OF THE
Travel Santa Ana Board of Directors
Wednesday, June 8, 2022 @ 1:00 p.m.
Location: Holiday Inn, 2726 S. Grand Avenue
Zoom Meeting
<https://us06web.zoom.us/j/85944408203?pwd=YndqY1VyU3V1aHhJMEtmcVBOMGlxUT09>
Meeting ID: 859 4440 8203
Passcode: 834316

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**
- South Coast Metro Alliance – Business
- IV. Financial Report** **Chase**
- V. President Report:** **Haase**
- Operations update
 - Expedia campaign
 - Visitor analysis
 - Website analytics
 - OC Sports Commission
- VI. Director of Sales Report** **Becerra**
- VII. New Business**
- Brand Initiative **Stewart Colovin, MMGY Global**
- VIII. Next Meeting**
- Wednesday, July 13, 2022 @ 1 p.m. Zoom ONLY
 - SPECIAL Tuesday, August 16 @ 1 p.m. Discovery Cube
- 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.