



REGULAR MEETING OF THE
Travel Santa Ana Board of Directors

www.travelsantaana.com

Wednesday, July 16 @ 2:00 p.m.

Location: MainPlace Mall, 2800 N. Main St. MyPerks Lounge, lower level near Hollywood Piano

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, Orange County Hotel

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
- October budget meeting
- Board of Directors 2026-2028

IV. Financial Report

Chase

V. President Report:

Haase-Roberts

- Q2 report
- Cannabis update
- Q3 & Q4

VI. Sales Report:

Becerra

- Q2 leads and room nights
- LamontCo

VII. Marketing

Gonzalez

- Social Media & PR update

VIII. New Business

IX. Next Meeting

- **October 15, 2025 @ 2 p.m.** Hotel Zessa, a DoubleTree by Hilton, 201 E. MacArthur Blvd.

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

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