

REGULAR MEETING OF THE
Santa Ana Tourism Marketing District
BOARD OF DIRECTORS

BOARD AGENDA

April 14, 2021

Zoom

Meeting I.D.: 958-883-0418

Password: 859359

Dial In: (669) 900-6833

12:00-1:30 p.m.

I. CALL TO ORDER

1. Welcome/Introductions
2. Public Comments (For Items on the Agenda and Not on the Agenda)

II. BUSINESS MATTERS

1. Financial Report
2. Open Discussion
 - a. Discuss Hiring a Consulting Firm to Assist with our Hiring Process
 - b. Discuss the Tourism Portion of the Santa Ana Chamber's GROW Conference Video

III. NEXT MEETING

1. Confirm Next Meeting Date and Agenda Items

IV. ADJOURNMENT

BROWN ACT: Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a 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 Dianna Xochitiotzi at (714) 541-5353 Ext. 116 at least 48 hours prior to the meeting.

NOTICE TO PUBLIC: You are welcomed 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.

REGULAR MEETING of the SANTA ANA TOURISM MARKETING DISTRICT
BOARD OF DIRECTORS
March 11, 2021

11:00-12:00 a.m.
Zoom

Presiding: Chairman; Jason Cure

Present: Julie Buettner, Ryan Chase, Dave Elliott, Robert Kravitz, Marc Morley, Barbara Smith, Quinn Su, Erin Warady

Absent: Jonathan Maher, Adam Stanchina

Staff: Dianna Xochitiotzi

I. Call to Order

This meeting was called to order by Jason Cure at 11:05 a.m.

1. Welcome/Introductions

Mrs. Xochitiotzi took a roll call of all attendees present at this meeting.

2. Public Comments

There were not public comments at this time.

II. Business Matters

1. Approval of Bylaws & Appointment of Board Members

The Statement of Information for Travel Santa Ana has already been filed. The Travel Santa Ana Board only needs to confirm the approval of the bylaws.

Without any further discussion: Mr. Chase motioned; Ms. Buettner seconded and the votes to approve the bylaws for Travel Santa Ana were as follows:

Name	Vote
Julie Buettner	Yea
Ryan Chase	Yea
Jason Cure	Yea
Dave Elliott	Yea
Robert Kravitz	Yea
Marc Morley	Yea
Barbara Smith	Abstained
Quinn Su	Yea
Erin Warady	Yea

2. Election of Officers

The Travel Santa Ana Board of Directors had to approve the election of its officers. The board had to reconfirm the following Board Members to fill the following positions:

- Jason Cure – Chairman of the Board
- Julie Buettner – Vice-Chair of the Board
- Erin Warady – Secretary of the Board
- Ryan Chase – Treasurer of the Board

Without any further discussion: Mr. Elliott motioned; Mr. Chase seconded and the votes to approve the officers for Travel Santa Ana were as follows:

Name	Vote
Julie Buettner	Yea
Ryan Chase	Yea
Jason Cure	Yea
Dave Elliott	Yea
Robert Kravitz	Yea
Marc Morley	Yea
Barbara Smith	Abstained
Quinn Su	Yea
Erin Warady	Yea

3. Financial Report

Travel Santa Ana Board Members understand the financial hardships caused by COVID – 19. The new estimate for annual revenue for Travel Santa Ana is \$760,000 with \$37,500 of those funds already earned and placed in the TMD's revenue fund account in the month of January.

This is a rough estimate as it is the hope that revenues will increase during the 3rd and 4th quarter of 2021.

4. Approval of Bank Selection & Signers

If approved by the Board, Travel Santa Ana will be using Wells Fargo as its banking institution. If approved, the signers for this account will need to visit the branch, provide their information and their signatures. Mr. Cure will help signers set up a time to visit the branch for this process.

Without any further discussion: Mr. Chase motioned; Ms. Buettner seconded and the votes to approve Travel Santa Ana banking with Wells Fargo were as follows:

Name	Vote
Julie Buettner	Yea
Ryan Chase	Yea
Jason Cure	Yea
Dave Elliott	Yea
Robert Kravitz	Yea
Marc Morley	Yea
Barbara Smith	Abstained
Quinn Su	Yea
Erin Warady	Yea

Without any further discussion: Mr. Elliott motioned; Mr. Chase seconded and the votes to approve the officers for Travel Santa Ana were as follows:

Name	Vote
Julie Buettner	Yea
Ryan Chase	Yea
Jason Cure	Yea
Dave Elliott	Yea
Robert Kravitz	Yea
Marc Morley	Yea
Barbara Smith	Abstained
Quinn Su	Yea
Erin Warady	Yea

The Travel Santa Ana Board also had to approve the following to be signers on the bank account:

- Jason Cure
- Julie Buettner
- Erin Warady
- Ryan Chase

Without any further discussion: Mr. Morley motioned; Mr. Elliott seconded and the votes to approve the signers on the bank account for Travel Santa Ana were as follows:

Name	Vote
Julie Buettner	Yea
Ryan Chase	Yea
Jason Cure	Yea
Dave Elliott	Yea
Robert Kravitz	Yea
Marc Morley	Yea
Barbara Smith	Abstained
Quinn Su	Yea
Erin Warady	Yea

5. Open Discussion

a. Staffing

Travel Santa Ana Board Members discussed the Executive Director position for this TMD. The board is searching for information regarding the appropriate salary for the Executive Director as well as for an appropriate job description for any potential candidates for this position. Information regarding this matter will be compiled and sent to the group for further discussions.

The Board also needs to decide the following:

- How candidates are going to turn in their applications.
- Who is going to collect those applications?
- How the interviews are going to be conducted.

Q/A

Q. How are we going to advertise for this position?

A. We need to establish the criteria/description for the position first. From there we will establish the appropriate salary and once all this is decided it can be advertised on: websites, word of mouth, etc.

The Travel Santa Ana Board will put together a packet with all the findings/information as soon as they are available. The goal is to find someone locally to fill this vacancy. The hope is to find a candidate that is familiar with startups and with Orange County.

III. Next Meeting

1. Confirm Next Meeting Date and Agenda Items

The Travel Santa Ana Board of Directors has agreed to meet every second Wednesday of the month at 11:00 a.m.

Next Meeting: April 14, 2021

IV. Adjournment

The meeting was adjourned at 11:50 a.m.