

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

BOARD AGENDA

May 12, 2021

Zoom

Meeting I.D.: 958-883-0418

Password: 859359

Dial In: (669) 900-6833

11:00-12:00 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. Approve Minutes of April 14, 2021 (pp. 1-3)
2. Financial Report
3. Executive Director Position
 - a. Confirm job description and salary range
 - b. Any additional locations to post the Executive Direction Position
 - c. Update on applicants
 - d. Schedule interviews
4. Open Discussion

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
April 14, 2021

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

Presiding: Chairman; Jason Cure

Present: Julie Buettner, Ryan Chase, Dave Elliott, Jonathan Maher, Marc Morley, Adam Stanchina, Quinn Su

Absent: Robert Kravitz, Barbara Smith, Erin Warady

Staff: Dianna Xochitiotzi

I. Call to Order

This meeting was called to order by Vice-Chair, Julie Buettner, 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 the Minutes

Meeting Minutes of March 11 were presented to the Board of Directors; Mr. Chase motioned; Mr. Morley seconded; and Mrs. Xochitiotzi took a rollcall vote for their official approval. The rollcall vote was as follows:

Name	Vote
Julie Buettner	Yea
Ryan Chase	Yea
Jason Cure	Abstained
Dave Elliott	Yea
Jonathan Maher	Abstained
Marc Morley	Yea
Adam Stanchina	Yea
Quinn Su	Yea

2. Financial Report

As of March of 2021, Travel Santa Ana has collected \$68,000 from the hotel assessment. The group is off to a good start and now has established a formal banking relationship. All signers have gone to the bank and the funds are now being safely deposited.

3. Open Discussion

a. Discuss Hiring a Consulting Firm to Assist with our Hiring Process

The Board is looking into potentially hiring a consulting firm to help find the correct candidates for an Executive Director. This group alone does not have the proper time or expertise to conduct the search on its own. The Board still needs to reach out to other local marketing Districts (i.e. Destination Irvine Travel Costa Mesa) and to Civitas to request a firm they can use or potential candidates that would be interested in this position.

Mr. Maher volunteered to reach out to Wendy and Paulette and Mr. Elliott volunteered to reach out to South Coast Metro Alliance for their help and suggestions. Mr. Chase, Ms. Buettner and Mr. Cure agreed to meet Tuesday, March 16th at 10:30 a.m. to work on a preliminary job description for the Executive Director position for Travel Santa Ana. Mr. Maher and Mr. Chase have examples the group can use to put together its own document.

The Board still needs to draft a formal job description for this position. This job description should include that the candidate be knowledgeable in starting up non-profits and in Tourism Marketing Districts as well as some hotel/hospitality background. Civitas could potentially be a resource for the group for this matter. There are other firms the Board can use; however, they would not be financially feasible at this time.

b. Discuss the Tourism Portion of the Santa Ana Chamber's GROW Conference Video

The Board did a great job with its video segment at the Chamber's GROW Conference. The segment was strong with great opening remarks and great presentation of the city's assets. The segment also gives viewers who do not know much about Santa Ana a better look at what the city has to offer. This segment has the potential to stand on its own and represent Travel Santa Ana in other platforms (i.e., social media, website, etc.) in the future. The city has already requested that this clip be lifted so it can be used on its website.

III. Next Meeting

1. Confirm Next Meeting Date and Agenda Items

Next Meeting: May 12, 2021

IV. Adjournment

The meeting was adjourned at 11:40 a.m.