

TRAVEL SANTA ANA

Meeting Minutes

Call to order

- A meeting of Travel Santa Ana was held virtually on Wed. Aug. 8, 2021.
- Time: 1:00-2:00 pm
- Meeting was called to order at 1:04 p.m. by

Attendees

- Julie Buettner, South Coast Metro Courtyard, Chair
- **TBD**, Vice Chair
- Ryan Chase, 4th Street Market, Treasurer
- David Elliott, Santa Ana Chamber of Commerce
- Robert Kravitz, Courtyard by Marriott
- Marc Morley, City of Santa Ana
- Adam Stanchina, Embassy Suites
- Barbara Smith, Holiday Inn
- Wendy Haase, President, Travel Santa Ana

Members not in attendance

- Quinn Su, Doubletree Club
- Erin Warady, Discovery Cube, Secretary
- Jonathan Maher, Santa Ana Chamber of Commerce

Approval of Minutes

- Julie Buettner called meeting to order.
- Dave Elliott called motion to approve the June 9 and July 14, 2021 minutes
- Ryan Chase, first approved and Marc Morley, second to approve,

Public Comments:

- No public comments at this time

Reports

- **Financial Report (Ryan Chase)**
 - Total cash on hand/in the bank \$344,000 with June collections at \$78, 201
 - Jan and Feb. collections were \$66,000 so our numbers continue to increase
 - Checks, credit card and online banking have all been ordered and/or set-up for use

- **Chair Report (Julie Buettner)**
 - Discuss the Chair and Vice Chair positions.
 - Given Jason's departure as Chair, Julie moves out of her Vice Chair
 - Motion to approve Julie as new Chair for TSA, Ryan approves and Dave seconds; no opposition; Unanimous approvals by board
 - Motion for Rob to serve as Vice Chair; Dave approves and Ryan seconds the motion
 - Unanimous approvals by board for Rob to serve as new Vice Chair for TSA

- **Presidents Report (Wendy Haase)**
 - Board of Directors Roles/Responsibilities:
 - Board Meetings (as noted in Article 6, section 2) moving from quarterly to monthly; amend current bylaws to monthly until all established and then consider to bi-monthly.
 - Wendy sent around Bylaws and newly created Conflict of Interest/NDA and asked returned by Aug. 27th
 - DestinationNext 2.0 Futures Study/Strategic Plan
 - Consider bringing in MMGY to help establish and execute an initial strategic plan; establishing brand VMV (vision, mission, values); moving towards a fully-functioning DMO;
 - MMGY launch focus group/survey and workshop to help develop master plan and road map.
 - Requesting speaker Stuart Colovin (MMGY) to speak to board in Sept. There is a \$10,800 fee for getting the agency onboard as part of our start-up
 - There is no requirement for bidding
 - Motion to approve hiring MMGY for upcoming board presentation and initial scope of planning. Dave approves motion, Julie seconds the motion.
 - Unanimous approvals to hire MMGY for planning
 - Branding
 - Wendy reviewing all past branding plans and proposals with Marc; may consider hiring brand agency.
 - UncoverSantaAna.com owned by Chamber and needs to be reviewed by group for usable assets; Chamber spent a lot of money to develop.
 - TSA needs proper branding (research, data, assets, etc.)
 - STR Reports
 - Hotel-driven occupancy rates report; provides detailed report on local Santa Ana hotels for a variety of reasons.

- Wendy subscribing to STR report is \$2,400 for year as well as a 6-year report that provides Santa Ana hotel data to establish benchmark for TSA and our sales team.
 - Visit CA Co-op Expedia Campaign
 - Sept.-Dec. travel plans from meeting industry is still largely unknown; hotels seeing smaller meetings
 - Visit CA has larger campaign with Expedia and wants to leverage our current Santa Ana hotels running their own; we'll use Santa Ana name/brand.
 - Cost for participation is \$10K month; Visit CA investing \$5K and Expedia investing \$15K so TSA would have \$30K in promotional efforts within the marketplace; trial is 4 months.
 - Direct hotel revenues back to hotels is estimated 28:1 revenue on return; Expedia to send monthly reports on effectiveness.
 - Wendy suggesting a test-n-learn through December and then review value of campaign through June '22.
 - Wendy will share sample report from Expedia on similar campaign.
 - Motion to support this campaign, Dave approves and Barbara seconds the approval.
 - Unanimous approvals to join Expedia and Visit CA (4-month) promotional partnership
 - Operations update
 - ADP in place for payroll
 - Wendy secured health insurance provider starting Oct. 1
 - Wendy researching accounting support (One OC) for non-profits partners
 - Wendy meeting in-person with entire board over next few weeks.
 - Wendy review Dave Elliot's company for additional board support; reviewing for conflict of interest.
 - Wendy collecting add'l content and information for eventual website development
 - Julie asks that we invite other TSA or SA business' to the meetings; Dave is suggesting we host a welcome reception for Santa Ana to introduce Wendy Haase formally; perhaps we timeline this event in Oct.
 - MISC.
 - Agenda adds for Sept. 8: MMGY presenter at board mtg, invite local hoteliers to Sept. 8th board mtg; small reception for Wendy and local city officials at further date.
 - Wendy attending and/or planning to attend industry conferences lately including Destination International (Baltimore, MD); week of 8/16 Wendy attending Educational Seminars for DMO (Los Angeles); October will be attending SATW (Society of American Travel Writers).

New Business

- No new business at this time

Unfinished business

- No unfinished business at this time

Announcements

- No unfinished business at this time

Adjournment

- Meeting is adjourned at 1:56 p.m.
- Minutes recorded by Erin Warady

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- Thanks, again, for the suggestion of Otter.ai unfortunately it only recorded my voice <https://otter.ai/u/oOsCwbdzRkZNEzo--RI2-sLzyl4> and here's the link to the Zoom which captured everyone else's voices
 - https://us02web.zoom.us/rec/share/MNZ5g1BwYp0DdGYqxNDj-lay47prMNj2V7gtgooCT-a5UfHfvGEq8Rxc5YvmVGNk.kChFJ_pniFUvNgR0 Passcode: D0X2L@nB