

TRAVEL SANTA ANA

Board Meeting Minutes

Wed. Nov. 13

Call to order

- A meeting of Travel Santa Ana was held on Wed. Nov. 10, 2021.
- Time: 1:00-4:00 pm
- Meeting was called to order at 1:08 p.m. by Julie Buettner

Attendees

- Wendy Haase, President, Travel Santa Ana
- Erin Warady, Discovery Cube
- Robert Kravitz, Courtyard by Marriott
- David Elliott, Santa Ana Chamber of Commerce
- Julie Buettner, South Coast Metro Courtyard, Chair
- Ryan Chase, 4th Street Market, Treasurer
- Marc Morley, City of Santa Ana
- Jonathan Maher, Santa Ana Chamber Commerce
- Ashley Kravitz, MainPlace Mall
- Quinn Su, DoubleTree Club
- Valerie Cooper, Embassy Suites
- Veronica Jeffrey, Sonesta Simply Suites
- Ryan Smolar, Downtown Santa Ana, Inc.
- Madeline Spencer, Santa Ana Business Council
- Jeremy Yujuico, Area Sales Manager

Members not in attendance

- David Putnicki, DoubleTree
- Frank Atayde, Holiday Inn
- Barbara Smith, Holiday Inn
- Dennisse Naval, DoubleTree Hotel

Approval of Minutes

- Julie Buettner called meeting to order
- Julie called motion to approve the Oct. 13, 2021 minutes
- Dave Elliot first approved and Ryan Chase second to approve; unanimous approval by all on board minutes

Public Comments:

- No public comments at this time

Reports

- **Chair Report (Julie Buettner)**
 - Frank Atayde has replaced Barba Smith on our board.
 - David Putnicki is new to the board however Jeremy Y. is here today to represent him today.
 - Wendy has coordinated a tour for Downtown SA for the board, Dec. 9th. Information and invitations to come.
- **Presidents Report (Wendy Haase)**
 - We finalized our O&D insurance; cost was \$1,057 cost; worked through iCube on this contract which will start Nov. 1st.
 - Still inquiring with Wells Fargo on credit card for Wendy.
 - Expedia campaign is still in progress through Dec. '22; however gross billings for the 2 months since start have been \$230K
 - SimpleView splash page is still in progress and page should be done by mid-Dec.
 - Wendy is working Downtown SA on a walking tour for the board on Dec. 9 as a way to introduce SA to board; stay tuned for details.
 - Wendy has met with several local business partners, including Ashley K. at Main Place Mall to review upcoming plans and details.
 - Wendy met with local residents and wants to formalize community relations for future outreach.
 - Wendy visited all 17 hotels to understand what each was doing for holidays and possibly '22.
 - Wendy met with Jeff Garner, president business relations for future youth soccer events or youth clinics and possible international games; OC Soccer Club. Working with City of Irvine on updates
 - Wendy met with Denise Reynoso and SA Cannabis Association on an upcoming tour with their local organization
 - Wendy was invited to tour floral park with Jeff Park and Christine Ridge
 - Wendy is meeting with Tran Lee and local arts & culture
 - Dec. Meeting will have our Zartico reports re: visiting traveler insights and information.
- **Financial Report (Ryan Chase)**
 - Board currently has \$475,000 in bank
 - Board brought in \$85K for Sept. but fund have not hit our banks yet; expected around 25th

New Business

- Destination NEXT! Workshop (*see deck for more details)
 - Shelly Grain, MMGY doing destination marketing for over 30 years; retired in Sept. '19
 - Has been with MMGY and Paul for past 2 years
- Overview on MMGY Next Factor
 - Strong list of DMO strategic plans
 - Strong list of DMO master plans
 - Agency does a 'futures study' every two years and 6 global panels; arrive at 100 trends and 80 different strategies
 - 4 key trends with DMO (see list)
 - Review top global trends and top strategies
- Survey results
 - 83 respondents (out of 230)
 - 12-destinationa strength and alignment variables matrix
 - Scenario model (see visual)
 - Trailblazers to Mountaineers
 - Voyagers to Explorers
 - Destination strength 3.08 (industry avg 3.57)
- Group breakout sessions
 - Top priorities for the city; need to identify
- Next steps, MMGY take what we learned today and present a vision, mission, values platform alongside a strategic plan; need board approval for the cost of 3-year plan \$21,350
 - Jan 12
 - Ryan first approval and Jonathan second approval for cost and spend of branding, and strategic plan

Unfinished business

- No unfinished business at this time

Announcements

- No unfinished business at this time

Adjournment

- Meeting is adjourned at 4:02 p.m.
- Minutes recorded by Erin Warady

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