

TRAVEL SANTA ANA

Board Meeting Minutes

Wed. Dec. 8, 2021

Call to order

- A meeting of Travel Santa Ana was held on Wed. Dec. 8, 2021.
- Time: 1:00-2:00 pm
- Meeting was called to order at 1:06 p.m. by Julie Buettner

Attendees

- Wendy Haase, President, Travel Santa Ana
- Robert Kravitz, Courtyard by Marriott
- Julie Buettner, South Coast Metro Courtyard, Chair
- Ryan Chase, 4th Street Market, Treasurer
- Marc Morley, City of Santa Ana
- Ashley Kravitz, MainPlace Mall
- Quinn Su, DoubleTree Club
- Valerie Cooper, Embassy Suites

Members not in attendance

- Erin Warady, Discovery Cube
- Frank Atayde, Holiday Inn
- David Elliott, Santa Ana Chamber of Commerce
- Jonathan Maher, Santa Ana Chamber Commerce
- Dennisse Naval, DoubleTree Hotel

Approval of Minutes

- Julie Buettner called meeting to order
- Julie called motion to approve the Nov.10, 2021 minutes
- Robert Kravitz first approved and Marc Morley second to approve; unanimous approval by all on board minutes

Public Comments:

- No public comments at this time

Reports

- **Chair Report (Julie Buettner)**
 - No report given.
- **Financial Report (Ryan Chase)**
 - Travel Santa Ana currently has \$533,652.03 in bank, excluding October revenue.
 - Santa Ana Tourism Marketing District revenue brought in approximately \$85,500 for Oct. funds deposited into bank account between 20th-25th of each month.
 - Ryan called motion to approve the November financials.
 - Robert Kravitz first approved and Marc Morley second to approve; unanimous approval by all on financial report.
- **Presidents Report (Wendy Haase)**
 - Visit CA co-op Expedia campaign generated 1,746 room nights and \$227,941 in hotel revenue for the month of Nov. For the three months combined 5,377 room nights generated and \$694,802 in direct hotel revenue. Campaign is scheduled to run through December. New campaign will start January 1.
 - Travelsantaana.com “splash page” launched Dec. 2 – features include “About Travel Santa Ana” where board of directors meeting agendas are posted.
 - December events featured in an email shared with all the hoteliers.
 - Zartico 2021 report –visitor profile in-state visitors 10,032 out-of-state visitors 9,466. *See report.*
 - Downtown tour scheduled for December 9, 10a.m.-1 p.m. RSVPs include (11) attendees representing (6) hotels, along with (4) board BOD members, and Julie Castro-Cardenas, economic development specialist, City of Santa Ana. Co-hosts are Downtown Santa Ana, Inc. and the Santa Ana Business Council.
 - Recent meetings – breakfast with DTSA event organizers; president of OC LGBTQ+ Pride, discussed marketing to the LGBTQ+ community and the Pride Parade; Arts Advocacy Roundtable; Tram Le regarding the city’s art programs and initiatives.
 - Upcoming meetings/events – Cannabis Tourism Summit; Tamalfest; Santa Ana Business Council; Julie Castro-Cardenas recurring meeting every 6 weeks.
 - 2022 Budget – Civitas projected \$2.4M in revenue for the Santa Ana Tourism Marketing District (SATMD); it is believed that amount was calculated using a 3% assessment, due to comparing Smith Travel Research (STR) reports from 2013-2020. Based on the highest hotel revenue of \$83M in 2019, the projected SATMD revenue with a 2% assessment would have been \$1.66M. Wendy presented a preliminary 2022 budget of \$1.3M, which included an additional two full-time staff persons being hired in second quarter. Wendy suggested that the board of directors’ review on a quarterly basis, taking into consideration industry trends and health regulations/restrictions.
 - Wendy to contact Civitas to understand if marketing district plan needs to be updated to reflect accurate revenue.
Ryan Chase called motion to approve the preliminary 2022 budget.
 - Marc Morley first approved and Valerie Cooper second to approve; unanimous approval by all preliminary 2022 budget.

- January meeting – scheduled for the 12th from 1-4 p.m. strategic planning session with MMGY.
 - Stewart Colvin will be scheduling one-on-one meetings with the TSA Board of Directors first week of January. Questions pertain to both destination branding and the organization's strategic plan.

New Business

- No new business reported.

Unfinished business

- No unfinished business at this time

Announcements

- No unfinished business at this time

Adjournment

- Meeting is adjourned at 2:04 p.m.
- Minutes recorded by Wendy Haase

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Next meeting – January 12th, 1:00-4:00 p.m. @ Doubletree, 7 Hutton Centre Dr.