

TRAVEL SANTA ANA

Board Meeting Minutes

Wed. Oct. 13

Call to order

- A meeting of Travel Santa Ana was held on Wed. October 13, 2021.
- Time: 1:00-2:11 p.m.
- Meeting was called to order at 1:04 p.m. by Julie Buettner

Attendees

- Julie Buettner, South Coast Metro Courtyard, Chair
- Ryan Chase, 4th Street Market, Treasurer
- David Elliott, Santa Ana Chamber of Commerce
- Marc Morley, City of Santa Ana
- Wendy Haase, President, Travel Santa Ana
- Erin Warady, Discovery Cube
- Jonathan Maher, Santa Ana Chamber Commerce

Members not in attendance

- Quinn Su, Doubletree Club
- Barbara Smith, Holiday Inn
- Robert Kravitz, Courtyard by Marriott
- Valerie Cooper, Embassy Suites by Hilton Santa Ana Orange County Airport

Approval of Minutes

- Julie Buettner called meeting to order.
- Julie called motion to approve the Sept. 8, 2021 minutes
- Dave Elliot first approved and Jonathan Maher second to approve; unanimous approval by all on board minutes

Public Comments:

- No public comments at this time

-more-

Reports

- **Chair Report (Julie Buettner)**

- Julie attended the South Coast Metro Alliance meeting last week where updates were shared on new permitting and regulation processes.

- **Presidents Report (Wendy Haase)**

- **Admin**

- Board to review, sign and approve conflict of interest and NDA; Marc approved and Jonathan seconded
- New Doubletree GM, Thomas Goodwill will introduce our board to David Putnik when he's back in town.
- DestinationNext Survey is out and there are currently 80 surveys that have been submitted, out of 250 that were sent.
 - Survey was shared with most chamber, city council and city officials for review and completion.
 - Wendy is working with MMGY to push completion in time for Shelly Green (MMGY) training on Nov. 10.

- **Website and Brand needs**

- Wendy is working with Simpleview on a splash page for TSA; working with the group on creative and copy; page will be www.travelsantaana.com
- Wendy attended SATW last week and met with several travel writers, reporters, influencers. Working to get a handful of writers into Santa Ana

- **Operations**

- Wendy sent through Expedia campaign report for board review; campaign runs through December and then up for review and continuation.
- Operators and Directors insurance from State Farm is still in progress, Dave will put Wendy in touch with Kelly Peterson (insurance firm) since Eddy from State Farm could not support us given our 501-filing status.
- Wendy will be attending the city's Board of Business Council meeting this week
- Wendy has meeting with Ryan Smolar and other members of Downtown Santa Ana, Inc.
- Wendy met with Cannabis Patty Huerta
- Wendy met with Maria Gonzalez, "The Hot Tortilla"

- **Financial Report (Ryan Chase)**

- The board is projected to receive \$99,404.98 in revenue for the month of August; there is currently \$408K in bank.
- Ryan mentioned that the group business was being pushed off until Jan. '22
- Wendy, Will Holt and Daphne Camacho, with the City of Santa Ana discussed hotel collections and updates; estimated \$99K deposit from August;
- Revenue reports from STR and city showed discrepancies; identified two hotels that report differently given their lodging assessment.
- STR will redo our August report and more in line with what they're collecting

New Business

- Jonathan mentioned Corey Sams was the new GM at Main Place and suggested adding him to the board, along with his new head of marketing (Ashley)
 - Ashley would be new voting member on behalf of Corey (voting by proxy); in the meantime, Jonathan will stay on/involved in board through December.

Unfinished business

- No unfinished business at this time

Announcements

- No unfinished business at this time

Adjournment

- Meeting is adjourned at 2:11 p.m.
- Minutes recorded by Erin Warady

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