

TRAVEL SANTA ANA

Meeting Minutes

Wed. Sept. 9

Call to order

- A meeting of Travel Santa Ana was held on Wed. Sept. 8, 2021 at Discovery Cube, 2500 N. Main St.
- Time: 1:00-2:41 pm
- 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
- Barbara Smith, Holiday Inn
- Quinn Su, Doubletree Club
- Wendy Haase, President, Travel Santa Ana
- Erin Warady, Discovery Cube
- Jonathan Maher, Santa Ana Chamber Commerce

Members not in attendance

- Robert Kravitz, Courtyard by Marriott

Approval of Minutes

- Julie Buettner called meeting to order.
- Julie called motion to approve the August 8, 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

-more-

Reports

- **Financial Report (Ryan Chase)**

- Total cash on hand/in the bank \$323,000; July and August collections are not yet available.
- Ryan and Wendy meeting with the bank to update signatures given recent board departures
- Ryan will be picking up the new (permanent) checks; bank did not grant us approval for a credit card.
- Ryan/Wendy meeting with One OC to aide in basic accounting/bookkeeping functions 4-6 hours a week.

- **Chair Report (Julie Buettner)**

- Resignation notice received from Adam Stanchina
- Vacancy of the two board positions will be filled by the new GM's in their place.
- Names and details to come

- **Presidents Report (Wendy Haase)**

- Website and Brand needs
 - Wendy would like to get a temporary website/splash page up to help with current city (brand) awareness and visibility as well as CRM
 - Development time for the new site would be 8-10 weeks with a cost of \$5,000 and \$1,200 for CRM hosting/platform.
 - Marc Morley offered to introduce Wendy to team of local artists/designers for use with upcoming or future creative assets.
 - Wendy to start cataloging current photo/video assets of the city.
- Research & Data Mining
 - As part of our move into formal destination branding, Wendy proposed bringing market research company Zartico on board to start helping identify local travel trends, insights and behaviors of our key audience.
 - Cost of the research project is \$20,000
 - Ryan proposed a motion to approve cost of subscribing to Zortico
 - Dave Elliot first approved and Ryan Chase, second to approve; unanimous approval by all on board minutes
- Operations
 - State Farm Insurance is awaiting receipt of our official letter
 - Wendy has been conducting introductory meetings with most/all SA-based hotel partners
 - Wendy has met with Kristine Ridge, City Manager.
 - City council mentioned meeting with Diane Pritchett at OC Arts Alliance for possible partnership/collaboration
 - Wendy will be attending Society of American Travel Writers Convention in Oct. in Milwaukee, WI.

New Business

- Stewart Colovin, EVP at MMGY Global attended meeting
- Shared a little background on the agency itself, their specialization with young and established DMO's
- Walked board through details of branding scope of work as well as where/how we could get started with the research and insights of an initial brand study.
- Stewart will work with Wendy to establish next steps under a more formal scope of work
- Agency will handle all of the research, data and insights to help shape the initial strategic plan in moving towards a fully-functioning DMO

Unfinished business

- No unfinished business at this time

Announcements

- No unfinished business at this time

Adjournment

- Meeting is adjourned at 2:41 p.m.
- Minutes recorded by Erin Warady

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