



TRAVEL SANTA ANA
QUARTERLY BOARD MEETING
WED. JAN. 10, 2024

Call to Order

- A meeting of Travel Santa Ana was held on Wednesday, Jan. 10, 2024
- Time: 1:00 p.m.
- Meeting was called to order at 1:16pm approved by Frank Atayde and Ryan Chase

Attendees

- Wendy Haase-Roberts, President & CEO, Travel Santa Ana
- Ryan Chase, Board Member
- Erin Warady, US Cannabis Chamber
- Marc Morley, City of Santa Ana
- Aaron Saliba, DoubleTree Santa Ana
- AnaLaura Becerra, Travel Santa Ana
- Maria Gonzalez, Travel Santa Ana
- Patrice Conover, MainPlace Mall
- Frank Atayde, Holiday Inn
- Jimmy Lounethone, Holiday Inn
- Annette Anderson, Holiday Inn
- Chris Schmidt, Santa Ana River Brewing Company

Directors Not in attendance

- Julie Buettner, South Coast Metro Courtyard
- Quinn Su, Doubletree by Hilton
- Dave Elliott, SA Chamber
- Vacant, Courtyard by Marriott
- Vacant, Embassy Suites

Board Updates

- **Ryan Chase** - The Toll Brothers project downtown set to open in March '24.
- **Marc Morley** - City working with developer Mike Harrah on permits for his 15-story apartment tower and hotel; city also working with producers of the June cannabis event.
- **Erin Warady** - Working with City, our cannabis tourism partner and event production team on details for upcoming summer event with our hotel and dispensary partners.
- **Patrice Conover** - She is the new Marketing Director for MainPlace Mall and working on the upcoming American Red Cross Blood Drive. Next phase of development is the demolition of Nordstrom and the adjoining parking structure. No timeline yet.

- **Frank Atayade** - Hotel had a great meeting with local police on improving current conditions for the hotel and hoteliers in the SA area.
- **Aaron Saliba** - \$124M renovation underway with the hotel and rebrand; new name will be the “Hotel Zessa a DoubleTree by Hilton” and official grand opening will be April 26, 2024 on property.
- **Chris Schmidt** - Santa Ana River Brewing Company celebrating its 5th Anniversary in April and seeking possible expansion.

Approval of Minutes

- Motion to approve the Oct. minutes, approved by Frank Atayade and Marc Morley

Public Comments

- No public comments currently

Chair Report (E. Warady on behalf of J. Buettner)

- Vote to rewrite “Article V Directors” section 1 of the Bylaws to reduce the minimum number from (11) to (9) and Section 4: Criteria letter B from (2) to (1)
 - Motion to approve reducing BOD members from 11 to 9 introduced by Marc Morley and Ryan Chase with unanimous approval from board
- A marketing committee is set to be formed, convening quarterly from July 2024 onwards. Travel Santa Ana will be responsible for selecting committee members, comprising representatives from restaurants, attractions, and community partners. Additionally, a board member from Travel Santa Ana will participate as a non-voting member on the marketing committee
- The first (quarterly) meeting of 2024 brought together hoteliers, City of Santa Ana Councilmembers, officials, and police. These meetings provide a platform for hoteliers to express their concerns regarding factors that discourage visitors from choosing Santa Ana accommodations. The objective is to help the city comprehend the significance of perception and safety in relation to the Hotel Visitors Tax and the local economy. Addressing the challenges faced by hotels requires continuous dialogue and advocacy efforts on behalf of the hoteliers
 - In attendance, Julie Buettner, Courtyard Costa Mesa South Coast Metro, and Rosa Rio Reyes and Daniela Brice, California Lodge Suites, Mayor Valerie Amezcua, Councilmember Phil Becerra, Interim City Manager Tom Hatch, Acting Chief of Police Robert Rodriguez, Assistant City Manager Steve Mendoza, and Southeast District Commander Gil Hernandez.
 - The next meeting will be held April 8 @ 11 a.m. at the Holiday Inn, 2726 Grand Ave.
- Travel Santa Ana board is invited to attend, and encouraged to participate, in the presentation of our Annual Report to the Santa Ana City Council on Tuesday, March 19 at 5:30 p.m.

Financial Report (R. Chase)

- November TMD (Tourism Marketing District) revenue was \$94,307.37
 - Lowest since March of last year; this is approximately \$13,000 off what was projected based on hotel revenue for the month
 - According to the city, it has to do with the holiday closure and because HVT and TMD remittances are due on the last day of every month
 - There were approximately 9 hotels whose payments weren't processed until we re-opened and we were told we may see a slight increase because it will include those payments that were due in December but processed in January
- Total TMD revenue collected for 2023 equals \$1,671,672.11
- Total YTD (cumulative) totals \$3,937,610.72
- Travel Santa Ana currently has \$21,767.91 in checking; this does not include the \$94K collected for November
 - Currently \$305.49 in savings (minimum amount required to avoid fees)
- In October, the board voted to allocate \$150,000 to a treasury at 5% interest rate and an additional \$500,000 to another CD with 4.5% interest rate
- Request to increase expenditure amount requiring treasurer signature from greater than \$5,000 to greater than \$10,000
- In total, Travel Santa Ana has \$1,158,613.41 in brokerage accounts; December and EOY financial reports will be available by the end of the month

President's Report (W. Haase-Roberts)

- **Visitors Guide**

The 2024 Visitors Guide is in production. It will be sent to the printer at the end of the month and available for distribution in early February. This year's guide highlights the Proud Santanero, our Culinary Passport, and the Public Art Guide.
- **5th Santa Ana signature**

We have our 5th signature to add to the collection of artists. The latest signature is from Ali Coyle. Ali is a singer, songwriter, and multi-instrumentalist, who strives to convey messages of love and empowerment through her storytelling as a first-generation Irish-American and openly queer artist. The signature is inspired by her daily walks around the city and the mix of architectural elements found in Santa Ana's most iconic buildings. Its lettering combines elements of Art Deco, and California Churrigueresque (Santora Building), with a subtle call out to the Spurgeon Clock Tower with the circle in the 'A'.
- **Expedia reports**

The Travel Santa Ana "always on" campaign began July 1 and runs through December 2023. For December, the campaign generated 1,659 room nights worth \$223,145 in hotel revenue. In total, the campaign generated 12,166 room nights and \$1,847,624 in hotel revenue.

 - See full Expedia reports, along with website and social media analytics report in the Google folder here: [LINK](#)
 - Travel Santa Ana participated from October through December. In December, the campaign generated 1,085 room nights worth \$138,000 in hotel revenue. For

the quarter, the campaign has generated 562,000 in hotel revenue and 4,082 room nights.

Quarterly Action Plan January Highlights:

- Expedia “Always-On” campaign
- Expedia OC JMC Q1 campaign
- Smart Meetings – January California issue
- AnaLaura attending the Visit CA Canada Roadshow and Brand USA Mexico sales mission
- First quarterly meeting with Santa Ana Parks & Recreation
- Launching our “Culinary Passport” program
- Rotary Club of Tustin-Santa Ana presentation
- Quarterly Action Plan located here in Google folder [LINK](#)

Bonus Structure for Director of Sales

In conversation with other DMOs, due to the uncertainty in the market and the lack of control over hotel booking policies, bonuses for the sales department are not reflective of room nights booked. Recommending the following KPIs for AnaLaura Becerra regarding her quarterly 15% (potential) bonus.

KPIs suggested, doable and achievable:

- (8) leads per month
- (2) hotel-focused events per year (owned)
 - Owned means that we organize them. Each event will be a FAM tour just like the one we had last year, open to Front Desk, Catering, and Sales, to show the city and educate our hoteliers about best practices for selling the properties.
- (2) FAM trips per year (owned)
- (3) Trade Shows per quarter (attended)
- (1) community/industry-related event per month (attended)
 - This pertains to any co-op that we may do with CA DMO Alliance, attendance to a Chamber’s event, or MPI.
- (1) community/industry-related event per quarter (owned) This refers to the organization of events when we’re traveling for a conference or tradeshow.

Sales Report (A. Becerra)

- Hoteliers will have the opportunity to join Travel Santa Ana in a few tradeshow and planner-focused events throughout the year. Currently working on dates and inclusions, to be released by the end of the month.
- Conducting 1:1 meetings with hotels to coordinate sales efforts
- Incentive program is in place and will be redeployed to sales teams so they know when clients are being offered them.
- Examples of how we track planners for events and incentives were provided.

New Business

- Request to move future BOD meetings to 2:00 p.m. on the second Wednesday of the month instead of 1:00 p.m.

Unfinished business

- None currently

Announcements

- Next BOD meeting will be held on Wed., April 10th; location at the new Hotel Zessa a DoubleTree by Hilton, (formerly the DoubleTree) 201 E. MacArthur Blvd..

Adjournment

- The meeting is adjourned at 1:49 p.m.
- Minutes recorded by Erin Warady

###