



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

Call to Order

- A meeting of Travel Santa Ana was held on Wednesday, April 10, 2024
- Time: 2:00 p.m.
- Meeting was called to order at 2:07pm by Julie Buettner

Attendees

- Wendy Haase-Roberts, President & CEO, Travel Santa Ana
- Julie Buettner, South Coast Metro Courtyard
- Erin Warady, US Cannabis Chamber
- Marc Morley, City of Santa Ana
- Aaron Saliba, Hotel Zessa a DoubleTree by Hilton
- AnaLaura Becerra, Travel Santa Ana
- Frank Atayde, Holiday Inn
- Cory Sams, MainPlace Mall
- Alissa Salisa, Courtyard By Marriott
- Quinn Su, DoubleTree
- Casey Amoelibi, Courtyard by Marriott

Directors Not in attendance

- Ryan Chase, 4th Street Market

Approval of Minutes

- Motion to approve the Jan minutes, approved by Aaron Saliba and Marc Morley

Public Comments

- No public comments currently

Chair Report (J. Buettner)

- **Grow Conference:** Annual Santa Ana GROW Conference was hosted by the Santa Ana Chamber of Commerce and the City of Santa Ana, which highlighted Santa Ana's new businesses, major developments, the growth in our travel and tourism industry, and our strong economic outlook. Travel Santa Ana President Wendy Haase-Roberts presented.
- **Quarterly Hoteliers meeting:** Monday, April 8th, was the second meeting with the Mayor and other council members, city personnel, etc., to talk about safety and security efforts in SA with our hoteliers; discussion around officers with canine providers and those available if needed.

- Hotels should inquire about canine assistance with their police patrol.
 - Concern from hoteliers, city, and county about the recent needle exchange program; hoteliers can sign a petition/letter in opposition of this.
- **Santa Ana Tourism Marketing District Renewal:** We want to get this on everyone's radar; the Santa Ana Tourism Marketing District is up for renewal as of December 31, 2025. Civitas will begin the renewal process at the end of this year. We'll need to budget for the legal expenses in next year's budget. The contract was originally for five years, the goal is to have the Tourism Marketing District renewed for 10 years, 2025-2035. Wendy will provide more information at the October BOD meeting.
 - **Bylaws, Roles, and Responsibilities:** As members of the Travel Santa Ana BOD, please familiarize yourselves with the Bylaws documents. It's important to note:
 - *Article V, Section 8 regarding vacancies* - Responsibilities under Article VIII Sections 7-10
 - *Article XI, Section 4 regarding Brown Act Compliance* - Wendy is working on scheduling an online Brown Act refresher course for new board members, the Marketing Advisory Group and anyone else who may need it.
 - **Conflict of Interest and Non-Disclosure agreements:** As members of the Travel Santa Ana BOD, you are required to sign the confidentiality non-disclosure agreement.
 - Wendy has copies, please do so before leaving today.
 - Erin W., as the secretary, will also need to sign the revised bylaws and the non-disclosure agreement.
 - **Board Re-elections:** Per our ByLaws, annual elections take place at our annual meeting, which is this month, those members up for reelection include:
 - Julie Buettner as past chair
 - Aaron Saliba as incoming chair
 - Ryan Chase as treasurer
 - Erin Warady as secretary
 - Marc Morley
 - Quinn Su
 - Frank Atayde
 - **New Board Members:**
 - **Cory Sams** (General Manager at MainPlace Mall) who is the appointed Santa Ana Chamber of Commerce representative and will be replacing Dave Elliott.
 - **Alissa Salma** (General Manager, The Courtyard by Marriott Santa Ana/Orange County) who will serve as the new vice chair
 - Motion to approve the addition of new members approved by Marc Morley and Quinn Su

Financial Report (M. Morley for R. Chase)

- In February, \$99,659.84 in Tourism Marketing District revenue was collected
- YTD collected Tourism Marketing District revenue = \$172,387
- Total Tourism Marketing District revenue collected = \$4,243,438.08 ('since '21)
- Travel Santa Ana currently has:
 - Checking:\$55,053.40

- Savings: \$305.50 (minimum amount required to avoid fees)
- In total, Travel Santa Ana has \$1,104,999.07 in bank accounts
- Motion to approve Quinn Su and Erin Warady

President's Report (W. Haase-Roberts)

- **Copyright & Trademark Brand Book & Signatures:** Suggest Travel Santa Ana submits to ensure that no one utilizes our creative brand content with consent and TSA approval; spoke with an attorney, and he agrees the following can be submitted:
 - Brand book copyrights this includes fonts, colors, symbols, etc.
 - Five Signatures & Four Slogans Trademarked (*Made by Us for Us, When it's Santa Ana vs. Everybody Always Bet on Us, A Culture of Cultures, and Santa Ana originality*)
 - Applications & fees total \$9,600
- **2025-2028 Strategic Plan:** Our current strategic plan is for 2021-2024, and it's very basic, considering we started the DMO from the ground up. We are exploring facilitators for a half-day strategic planning session with the board in conjunction with our July BOD meeting, or we can designate a day in July or August before preparing for the 2025 budget.
- **Marketing:**
 - **Peter Greenberg Worldwide:** Award-winning travel journalist will be here April 24-27, producing a "Hidden Gems" segment featuring Santa Ana, along with a radio show. The segment will highlight the Lyon Air Museum, the Santa Ana Zoo, Alta Baja Market, Suavecito/Cerveza Cito, and Them Skates. Radio interviews include Tim Rush, historian, Logan Crow, Frida Cinema, Cat Decker, Santa Ana Zoo, Hawk Scott, Parks & Recreation. The segment and interviews are scheduled to air on PBS, Amazon Prime, Apple TV+ and CBS Radio in October. We'll keep you updated!
 - **Threshold 360:** This is a complimentary service offered to the hotels to capture video of your property, including meeting space, rooms, and common areas. You will receive the video links to use in your sales and group efforts; in addition, the link will be included on your property listing on travelsantaana.com. Please schedule your session as soon as possible; It takes 30-60 minutes, and you do not need to do any staging.
 - **2023 Travel Santa Ana Annual Report:** Report has been submitted to the city's consent calendar for June 4. We'll attend the June 4th City Council meeting should any questions be asked. It would be nice if BOD members offered public comment in support of the DMO.

- **National Travel & Tourism Week (May 19-25):** We will be releasing our 2023 tourism economic impact report and our Tourism Academy. The academy will have three lessons 1) understanding the importance of tourism to the local economy 2) understanding the efforts of Travel Santa Ana and 3) learning about what makes Santa Ana different from other OC destinations and how to communicate that to visitors.
 - We ask that all BOD members complete the certification and that you share it with your teams.
 - We will also be recruiting the Marketing Advisory Committee, fellow tourism partners and community leaders to take part. Those who complete the course will receive a certificate and a pin designating them as a “Santa Ana Expert.”
 - We will host an end-of-the-year reception for all those who completed the course. It will also be the basis for a future tourism recognition program.

- **The Quarterly Action Plan (QAP)** provides an overview of the advertising activity, trade shows, conferences, projects and community engagement we have going on for April-June. The document is included in the Google Drive folder, along with the website analytics, PPC/SEO, and visitor analysis, including cannabis, Book Direct, and Expedia reports.
https://drive.google.com/drive/folders/1_iJA1qIuCZJBSb0Hb901Je69ocumZRYF?usp=sharing

- Congratulations to AnaLaura for receiving the Smart Meetings' Smart Women in Meetings Innovator Award!

- Thank you to Julie Buettner, our outgoing Chair of the Travel Santa Ana Board of Directors. Julie stepped in when the first chair left Santa Ana just prior to Wendy starting in her role as President/CEO. We appreciate her time and support of our efforts.

Sales Report (A. Becerra)

- **Global Meetings Industry Day:** The official day is tomorrow, April 1; Meetings Professionals International broadcasts a 12-hour long worldwide session that is free for everyone here to attend. Registration is required and a link has been sent to hoteliers to join.

- **TSA Trade Show Booth:** Travel Santa Ana will have our first tradeshow booth at the upcoming U.S.Travel Association’s IPW, in Los Angeles; this is the largest industry trade show where international buyers come to see what is new in the USA. We will have 1:1 appointments with travel advisors and media, and two of our hoteliers will join us on Monday and Tuesday.

- **Partnership with Visit Buena Park:** TSA will partner with Visit Buena Park to co-host a media dinner targeting Mexico attendees, and we'll also participate in a post-fam tour where we'll meet and greet 30 delegates at Suavecito headquarters.
- **HelmsBriscoe Promotion:** SA Hoteliers have been invited to put together a promotion for HelmsBriscoe as we're now a preferred DMO.
 - Opportunities to participate with Travel Santa Ana in upcoming trade shows have been published and honored on a first come first serve basis.
 - During Helmsbrisco's annual meeting, Travel Santa Ana will host a dinner activity for 5-10 associates.
- **Visit CA Partnership:** As part of our future endeavors, TSA will be joining forces with Visit California for an upcoming spring roadshow. Furthermore, we are actively planning a regional educational trip for hoteliers, which will take place in the afternoon.
- Travel Santa Ana is organizing several tradeshow and planner-focused events throughout the year, presenting an ideal opportunity for hoteliers to network and showcase their services. The exact dates and inclusions of these events are still being finalized and will be released by the end of this month.
- Travel Santa Ana is focused on ongoing efforts in conducting 1:1 meetings with hotels to coordinate sales efforts
- An Incentive program for meeting planners is in place and will be redeployed to hotel sales teams so they know when clients are being offered them.
- Examples of how we track planners for events and incentives were provided to the hotel sales teams.

New Business

- **Marketing Advisory Committee:** Travel Santa Ana is bringing local marketing representatives (directors, VPs, etc.) together to share in our efforts of learning what everyone has going on and vice versa.
 - **The Travel Santa Ana Marketing Advisory Group's** objective is to create synergy among Santa Ana marketers so we know what is happening within the community. The goal is to share ideas, information, and brand insights such as audience/demographic research, event/attraction updates, calendars, personnel changes, big announcements, etc., and, ultimately, cross-promote and collaborate on efforts.
 - Our first meeting will be held via Zoom on **Wednesday, April 17 @ 2 p.m.** We'll then move the meetings to the 4th Wednesday of the month at 2 p.m. with future meetings on July 24 and October 23.
 - Confirmed representatives from the following Santa Ana organizations: MainPlace Mall, Discovery Cube, Frida Cinema/DTSA Artwalk, Bowers Museum, SA Zoo, SA Parks & Recreation, Mater Dei, etc.
 - Awaiting confirmation: Hotel Zessa, Orange County School of the Arts, Suavecito.
 - I, (Erin) will be representing the Travel Santa Ana board of directors and the Cannabis Chamber of Commerce.

Unfinished business

- None currently

Announcements

- Next BOD meeting will be held on Wed., July 10 at 2:00 pm Location TBD

Adjournment

- The meeting is adjourned at 3:06 p.m.
- Minutes recorded by Erin Warady