

### **Call to order**

- A meeting of Travel Santa Ana was held on Wednesday Jan. 11, 2023.
- Time: 1:00-3:00pm
- Meeting was called to order at 1:08 p.m. by Julie Buettner

### **Attendees**

- Wendy Haase, President, Travel Santa Ana
- Ana Laura Becerra, Travel Santa Ana
- Maria Gonzalez, Travel Santa Ana
- Julie Buettner, South Coast Metro Courtyard (Zoom)
- Erin Warady, Discovery Cube,
- David Elliott, Santa Ana Chamber of Commerce
- Ashley Kravitz, MainPlace Mall/Santa Ana Chamber of Commerce
- Marc Morley, City of Santa Ana
- Aaron Saliba, DoubleTree Santa Ana
- Ryan Chase, 4<sup>th</sup> Street Market
- Robert Kravitz, Courtyard by Marriott

### **Members not in attendance**

- Quinn Su, Doubletree by Hilton
- Frank Atayde, Holiday Inn
- Valerie Cooper, Embassy Suites

### **Approval of Minutes**

- Motion to approve the Oct. minutes approved by Marc Morley and Robert Kravitz
- Approval by all on board minutes

### **Public Comments:**

- No public comments currently

### **Reports**

#### **Chair Report (Julie Buettner)**

- Quarterly Board Meetings
  - Review board terms for 2024 in April meeting
  - Dave E. proposes we vote to keep Board in position and vote as a slate for 2024.
  - Ryan motions to approve current board roles/positions - all board approval.
- Monthly finance committee

- Financials will be reviewed by executive committee monthly.

### **Financial Report (Ryan Chase)**

- November revenues \$109,166.35 in Tourism Marketing District revenue collected
- October revenues \$130,096.03
- Currently \$600K+ in reserves
- Total Tourism Marketing District revenue collected = \$2,183,324.58
- YTD 2022 = \$1,260,606.85
- Motion to approve financial approved by Dave Elliott and Marc Morley

### **Presidents Report (Wendy Haase)**

- **Expedia (see reports)**
  - The Travel Santa Ana individual campaign began July 1 and runs through June 2023
  - For the month of December, the campaign generated 2,539 room nights worth \$356,668 in hotel revenue
  - The campaign, to date, has generated 15,828 room nights worth \$2,431,340 in hotel revenue
- **Orange County Joint Marketing Campaign**
  - Travel Santa Ana participated October-December
  - For the month of December, the campaign generated 1,394 room nights worth \$194,000 in hotel revenue
  - The campaign generated a total of 3,625 room nights worth \$534,000 in hotel revenue
  - Expedia campaign rep invited to April meeting
- **TripAdvisor (targeted banner ads/see reports)**
  - December Total Delivered Impressions: 551,838 imp
  - December Total Delivered Clicks: 929
  - December CTR: 0.17% CTR
  - Benchmarks Industry average – 0.06% TA average – 0.10%
  - December Total Spend Delivered: \$10,197.33
  - The campaign ran Oct-Dec 2022
  - Total Delivered Impressions: 1,725,548
  - Total Delivered Clicks: 2,877
- **The Culturist Group Hispanic Market Campaign**
  - Key Insights:
    - Hispanic Experience Rooted in Multigenerational Truths (Older Immigrants vs. Assimilated Youth)
    - The Hispanic Experience Is Not Monolithic in Santa Ana
    - Its Hispanic Community is Empowered: Through Santa Ana Institutions, Culture, Each Other
    - Santa Ana’s Symbolic Sensory Experiences Persist/Deep Cultural Symbols for Hispanics (Language, Traditions, Celebrations, Shared Experience)

- Gentrification Gives Way to Empowerment (Hispanic Stakeholders Actively Involved in Santa Ana’s Future)
- Santa Ana Represents Authentic, Non-Manufactured Hospitality That Feels Natural
- Santa Ana’s Modern Hispanic Experience Most Evident on “La Cuatro” and Downtown District
- A Time of Transition: From Quinceanera shops to Notable Dining Destinations
- The next steps create Hispanic-focused advertising and review media outlet
- Website and website analytics, public relations, social media and sales see “Financial, Marketing & Sales Update.”
- **Opportunity Fund (Haase and Becerra)**
  - *See attached proposal and T&Cs*
  - Current proposition to establish a \$50K Opportunity Fund to attract overnight stays for large groups (for-profit and non-profit eligible)
  - Applicant approvals subject to confirmed group hotel bookings in Santa Ana
  - Goal is to keep and attract new and current groups for overnight stays
  - Motion to approve by Aaron Saliba and Ryan Chase

### **New Business**

- None currently

### **Unfinished business**

- None currently

### **Announcements**

- None currently

### **Adjournment**

- The meeting is adjourned at 2:04 p.m.  
Minutes recorded by Erin Warady