



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

Call to Order

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

Attendees

Board of Directors

- Wendy Haase-Roberts, President & CEO, Travel Santa Ana
- Julie Buettner, South Coast Metro Courtyard
- Ryan Chase, 4th Street Market
- Erin Warady, US Cannabis Chamber
- Marc Morley, City of Santa Ana
- Aaron Saliba, Hotel Zessa a DoubleTree by Hilton
- Frank Atayde, Holiday Inn
- Cory Sams, MainPlace Mall
- Quinn Su, DoubleTree

Guests

- AnaLaura Becerra, Travel Santa Ana
- Maria Gonzalez, Travel Santa Ana
- Scott Melvin, Mater Dei High School
- Daniele Valencia, MainPlace Mall
- Darlene Gonzales, MainPlace Mall
- Cheri Whyte, Discovery Cube
- Ikram Casey, Motel 6
- Noemi Harris, Motel 6

Directors Not in attendance

- Alissa Salisa, Courtyard by Marriott

Approval of Minutes

- Motion to approve the April minutes, approved by Cory Sams and Marc Morley

Public Comments

- No public comments currently

Chair Report (A. Saliba)

- **State of the City** - Reviewed highlights of the event at Mater Dei High School on June 27, 2024.
- **Quarterly Meeting with City of Santa Ana and Hoteliers** - Shared information on visitor safety with the Mayor, Council members, City Manager, and other city officials. Encouraged all Santa Ana hotels to participate in future meetings and share comments with the city officials.
- **Planning Board Calls** - Reminder to the Board about scheduling calls with our Planning facilitator; discuss what we want to accomplish before the end-of-month planning 2025 meeting.
- **City Council meeting** - Reminder that Travel Santa Ana's annual report will appear on the consent calendar at the City Council meeting on August 6th. There may or may not be questions, but it would be beneficial to have the Board of Directors members there to show support of the DMO.

Financial Report (R. Chase)

- In May, \$135,139.41 in Tourism Marketing District revenue was collected
- YTD collected Tourism Marketing District (TMD) revenue = \$582,952.89
 - We will have a \$151.33 credit from CD 3090, so the bank charges for the month of March will be -\$151.33.
- Total TMD revenue collected =\$4,654,009.97
- Motion to approve by Frank Atayde and approved by Marc Morley

President's Report (W. Haase-Roberts)

- **Internship** - Thanks to the City of Santa Ana's Arts & Culture office and UCI's Humanities Out There Public Fellow program, Travel Santa Ana is bringing an intern onboard starting July 1 for six weeks. Pedro will assist Maria as the events calendar curator for six weeks as well as create an online arts & culture events calendar that includes various activities like walking tours, exhibitions, performances, and more. The objective is to develop contacts within the community and encourage them to regularly submit events to maintain a robust calendar for visitors.
- **Visit California Destination Mixer** - Last month, Travel Santa Ana along with Visit Buena Park, Travel Costa Mesa and South Coast Plaza were invited to Sacramento for

an Inland Orange County industry partner destination mixer with the staff of Visit California, the state's tourism office. This provided us an opportunity to educate the 80+ California representatives working in public relations, international markets, trade, and more about our vibrant destination. The presentation had to be interactive; we introduced attendees to its rich culture through a customized game of loteria. Each card depicted iconic landmarks, historic buildings, and culinary delights synonymous with the city's vibrant culture. The game not only entertained but also served as an educational tool, fostering a deeper appreciation for Santa Ana's heritage. Winners were treated to exclusive Santa Ana stickers and pins. We also served micheladas to promote our new Michelada Guide.

- **Q3 & Q4 Budget Recommendations** - The following is up for review and approvals.
 - Public relations assistance for promotion of the Public Art Guide, Proud Santanero campaign, Culinary Passport and Michelada Guide. Will be soliciting RFPs and have a \$35,000 budget which we've used none of this money.
 - 7-week Mexico campaign. November 11-December 26 with Brand USA/Miles Partnership, Expedia and Adara. Includes an interactive travel guide, native advertising, and display ads. Campaign KPIs – impressions, CTR and bookings. Expedia reporting and Adara impact reporting for 90-days. Cost \$20,900. Value \$77,750. Budgeted \$100,000 for international advertising efforts, have \$46,050 remaining.

- **Quarterly Action Plan**

Highlights for the next three months include:

 - Travel Santa Ana attending the annual Destinations International conference next week.
 - Congratulations to AnaLaura who will be receiving her Certified Destination Management Executive (CDME) credentials. CDME is the tourism industry's highest individual educational achievement. Wendy Haase-Roberts received her CDME in 2014 and received my recertification by attending this annual conference for continuing education.
 - The program focuses on vision, leadership, productivity and implementing business strategies. It requires four core courses, and two elective courses along with four reports/papers that are reviewed and approved by a panel. Travel Santa Ana is the featured vendor in the August e-newsletter of California Meetings + Events.
 - Between now and the end of September, AnaLaura Becerra will be representing Santa Ana at six trade shows including HPN, Smart Meetings, Connect Marketplace, and Small Market Meetings.
 - Maria Gonzalez will be promoting Santa Ana to members of the International Food Wine & Travel Writers Association conference.

- Travel Santa Ana will be partnering with Visit Huntington Beach and Visit Buena Park to host Emily Kaufman, the Travel Mom, for an “Endless Summer” series. Emily is a recurring guest on popular national TV shows such as Good Morning America, The Kelly Clarkson Show, NBC Nightly News, The Today Show, & The Steve Harvey Show to name a few.
- *The full Q3 action plan is included in the “July 2024” Google Doc folder.*
- **Marketing:**
 - **Expedia Always-on Campaign** (January-June) has generated 3,460 room nights worth \$483,147 in hotel revenue.
 - Expedia OC Q2 Joint Marketing Campaign generated 6,775 room nights worth more than \$964K in hotel revenue.
 - **Mexico Campaign** - Participated in a Mexico campaign utilizing agency Orange 142 ran April-June. For June, there were a total of 1,296,420 impressions served, with 24,546 total clicks to the website for an overall CTR of 1.89%. The Instream video had a view rate of 90.02%. We are awaiting the full report.
 - **June E-Newsletter** - Highlighting upcoming events to our 500+ subscriber base; had an Open Rate of 47% and Click rate of 10% (*open rate 11% higher than the industry average and click rate 6% higher than the industry average.*)
- **PR/Media Coverage** - Media coverage included U.S. News & World Report - "26 Top Things to Do in Orange County, CA." *All reports have been uploaded to the Google folder along with the July “Financial, Marketing & Sales Updates.”*
- **Peter Greenberg Worldwide** - In April, Travel Santa Ana hosted Peter Greenberg, the Travel Detective. The episode of “Eye on Travel ” featuring Santa Ana was broadcast on June 15. The CBS News radio segment featured Historian Tim Rush on the rich architectural history of the city. Cat Decker, Executive Director for Friends of Santa Zoo; Logan Crow, Owner of Frida Cinema, one of the great nonprofit cinema arthouses in America; and Hawk Scott, Executive Director of Parks, Recreation, and Community Services. Analytics for individual episodes are not tracked; however, they receive an average of 2.4 million listeners per episode. For those of you who missed it, the link will be included in the minutes <https://petergreenberg.com/2024/06/15/eye-on-travel-santa-ana-june-15-2024/>
 - The “Hidden Gems” episode featuring Santa Ana will air on Apple TV in October. Once a date is confirmed, we will be working with the Frida Cinema to host a premier party. The episode will feature Jon Julio, Them Skates and the Blading Cup, the Santa Ana Zoo, the Blue Lot, Alta Baja Market, Suavecito and Cerveza Cito, and the Lyon Air Museum.

- **Threshold 360 Virtual Tours** – 360 video captures have been completed at 15 of the 17 Tourism Marketing District hotels, the remaining two Red Roof Inn and Best Western have chosen not to participate. The video links have been shared with the hotels and added to the hotels' listings on travelsantaana.com.
 - Travel Santa Ana's contract was for 25 captures; the complimentary service was extended to key event venues were including Frida Cinema, 4th Street Market, Bowers Museum, Heritage Museum of OC, The Estate on Second Street, Green Parrot Villa, The Hacienda, Yost Theater, Ebell House and Santa Ana College Theater. Wendy to inquire about additional locations being added at a discount and paid by the location.

- **Michelada Guide** - Launching the Santa Ana Michelada Guide on Friday, July 12 in conjunction with National Michelada Day. We have identified 13 bars/restaurants offering traditional beer-based Micheladas to those offering mock versions made with Topo Chico and those made with juice. Recognized establishments will display a custom window cling along with custom coasters; both feature a QR Code linked to travelsantaana.com

- **Marketing Advisory Group** - Group will be meeting in-person on July 24. Members include representatives from Mater Dei High School, Frida Cinema, the City of Santa Ana, the Zoo and Parks & Recreation, Bowers Museum, Suavecito, MainPlace Mall, and Discovery Cube. Erin Warady is the BOD representative.

- **Tourism Academy** - Launching our Tourism Academy in September. There will be three online courses; one to educate about the importance of tourism, one to educate about Travel Santa Ana's efforts, and the third to provide information on what makes Santa Ana unique and highlight key activities to communicate to visitors.
 - Will be requesting the BOD, hoteliers and their staff, city officials, the marketing advisory group, Proud Santaneros, and more participate.

- **The Public Art Guide** on our website currently features 228 murals and sculptures; the City Arts & Culture division helped inventory murals and recognize local artists.

Sales Report (A. Becerra)

- **Lead Generation Tracking:**
 - Lead generation tracking began in January 2024 as a result of ongoing prospecting efforts with planners encountered at attended trade shows.
 - RFPs received through Travel Santa Ana are distributed to properties that align with both client requirements and Santa Ana hotels' capacities.
 - Unqualified leads with room night or meeting space requirements exceeding hotel capacities are not tracked or distributed. Instead, a profile is created to

target smaller groups.

- Room nights and economic value are realized when a lead is booked by any of the sourced properties.

- **Travel Santa Ana Prospecting:**

- Travel Santa Ana engages in prospecting efforts to attract various group market segments, including associations, government entities, SMERF (social, military, education, religious, fraternal), sports teams, student groups, tour & travel (T/T), and foreign international travel (FIT).
- The last two segments (T/T and FIT) are not directly reflected in generated leads but are tracked through each hotel's occupancy report.

Lead production at a glance:

Q1- January/March	vs	Q2 - April/June
24 qualified leads		26 qualified leads (16 non-qualified)
3286 room nights		6424 room nights
\$1,429,537		\$2,193,810

**To put things in perspective: the largest hotel is Embassy Suites with 300 rooms; if all leads above were booked, the hotel would have been sold out during 10.95 nights in Q1, and 21.4 nights in Q2.*

- **Public Festivals** - The following festivals may need hotel support and/or accommodations:

- **FIESTA DEL MARIACHI (July 27-28)** - Event may increase hotel occupancy in Santa Ana, especially for individual bookings. Collaborated by ALR Productions, City of Santa Ana, and Power of One Foundation. The festival features legendary mariachi performers, attracting an estimated 8,000 attendees.
 - Some participating bands need hotel accommodations. Event takes place at Eddie West Stadium on Flower Avenue, 5 pm to 11 pm. Get ready for a memorable mariachi celebration.
- **The OC Sports Commission (July 13)** - Together with Visit Anaheim, will host a farewell event for the local Olympians heading out to Paris. Using an open house format, this is open to the public on Sat. July 13. While it doesn't impact hotel occupancy, this is a great opportunity for Santa Ana restaurants and attractions and the information is distributed to the public via LinkedIn and other social platforms. Our very own Mater Dei HS will have a presence in basketball, track & field, and beach volleyball.

New Business

- **Main Place Mall (Cory Sams)** - New apartment openings and approved for Toast of Santa Ana "Day of Dead" theme Oct. 12th; new marketing director has been hired.
- **City of SA (Marc Morely)** - Still recruiting for City Manager and applications open for City Council candidates.
- **Holiday Inn (Frank Atayde)** - New FNB menu and slight changes to bar menu.
- **Mater Dei (Scott Melvin)** - Summer school ending and Fall coming; just named Cali High school and coaches of the year; preparing for the new performing arts center and raising \$60M groundbreaking on May 2025.
- **Motel 6 (Ikrem Casey)** - Motel 6 off Dyer is doing well with occupancy and revenue.
- **Courtyard (Julie Buettner)** - Renovations still pending but traffic has been good.
- **DoubleTree (Quinn Su)** - Renovation happening Q4 for public areas.
- **4th Street Market (Ryan Chase)** - Finally turning a corner with new development, housing and retail.
- **Discovery Cube (Cherie Whyte)** - Summer opening of new Dino Exhibit and both internal/external; working with local Chapman Univ. professor on dinosaur exhibit.
- **Hotel Zessa (Aaron Saliba)** - Since new renovation, hotel occupancy is running steady.

Unfinished business

- None currently

Announcements

- Next BOD meeting will be held on **Wed., Oct. 10** at 2:00 pm Location TBD. The 2025 budget will be presented for approval; please allow 1 hour and 30 minutes.

Adjournment

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