



QUARTERLY BOARD MEETING

TRAVEL SANTA ANA

WED. OCT 11, 23, 2023

Call to Order

- A meeting of Travel Santa Ana was held on Wednesday, July 12, 2023.
- Time: 1:10 p.m.
- Meeting was called to order at 1:10 p.m. Robert Kravitz

Attendees

- Wendy Haase, President, Travel Santa Ana
- Ryan Chase, Board Member
- Robert Kravitz, Courtyard by Marriott
- Erin Warady, Discovery Cube,
- Ashley Kravitz, MainPlace Mall/Santa Ana Chamber of Commerce
- Marc Morley, City of Santa Ana
- Aaron Saliba, DoubleTree Santa Ana
- Dave Elliott, SA Chamber
- Quinn Su, Doubletree by Hilton
- AnaLaura Becerra, Travel Santa Ana
- Maria Gonzalez, Travel Santa Ana

Members not in attendance

- Julie Buettner, South Coast Metro Courtyard
- Frank Atayde, Holiday Inn
- Valerie Cooper, Embassy Suites

Approval of Minutes

- Motion to approve the July minutes, approved by Marc Morley and Ryan Chase

Public Comments:

- No public comments currently

Chair Report (R. Kravitz on behalf of Julie Buettner)

- Travel Santa Ana organized a meeting between the hoteliers and City Council Members Bacerra and Phan, Peneloza was also invited.
 - The objective of this meeting was to allow the hoteliers to voice their concerns about the issues that deter visitors from staying at their properties.
 - The goal is to have the city understand the importance of perception and safety and how it impacts the value of Hotel Visitors Tax and the local economy.
 - There were nine (9) hotels represented – DoubleTree by Hilton Santa Ana/Orange County Airport, both Courtyards, Embassy Suites, Best Western, Motel 6 on Dyer, Holiday Inn, Sonesta, and California Lodging Suites.
 - These meetings will be scheduled quarterly with the next one in January.
- It was recommended that the hotels collectively attend an upcoming Santa Ana City Council meeting and public comment on those issues and concerns so that all council members and the Mayor are aware of what is taking place.
 - This is scheduled for October 17. We are requesting that all Travel Santa Ana board members attend and provide public comment on the importance of tourism to the local economy.
- **January BOD Meeting** - According to the bylaws BOD positions are a two-year term. At the January BOD meeting, the board voted to keep all positions through 2023 and vote “as a slate for 2024.” This will be addressed at the January 2024 meeting.
- **Travel Santa Ana Happy Hour** - Reminder November 16 4-6 p.m. Location to be announced soon.

Financial Report (Ryan Chase)

- August TMD Collected \$135,660.68
- YTD TMD Collected \$1,301,057.14 (January-August 2023)
- Total TMD Collected \$3,567,040.75
- Checking Account Balance \$636,793.24
- Savings Account Balance \$137,893.35
 - Ryan recommending this amount be moved into a treasury account. Slightly higher interest percentage than the brokerage CDs and has more liquidity, meaning we can take utilize without penalty.
- Brokerage Account Balance \$503,182.12
- Keep \$50,000 allocated to “opportunity fund”
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- Motion to approve above financials approved by Dave Elliott and Ashley Kravitz

Presidents Report (Wendy Haase)

The following references the attached PowerPoint presented on Oct. 11, 2023 which captures Q3 highlights and proposed areas of focus for 2024.

Q3: Sales & Marketing Highlights

Below is an outline to the attached PowerPoint presented on Oct. 11, 2023

- **Trade Shows**
 - Attendance at 17 Trade Shows
 - Secured 300+ appointments with meeting planners
 - Secured four (4) Site Visits
- **Events**
 - Hosted events with targeted planners in Dallas, Las Vegas, Miami, Sacramento, Scottsdale, Seattle and Vancouver whereby producing 205 Leads
 - Finalist in 2023 Stella Awards
- **Website**
 - 51,438 website sessions (launched mid-March)
 - Cannabis age-gated webpage live
 - See GA report
- **Digital**
 - Expedia Campaign generated 36,297 room nights totaling \$5.6M in hotel revenues
- **PR/Media coverage**
 - Coverage in: Smart Meetings, CA Meetings & Events, Brand USA, Travel Itch Radio Show, "Round Trip" radio podcast WLS-AM 890 Chicago, Big Blend Radio's Vacation Station "Food Wine & Travel Show," more
 - DMA West awards
 - 2023 MARCOM award
- **Social Media**
 - Facebook 987 followers
 - Instagram 1,542
 - LinkedIn 356 followers
 - YouTube 5,200 views
- **Programs**
 - Cannabis tourism
 - Culinary Passport launch in Oct. '23
 - Public Art Guide.

2023-2024 Budget

2023 Budget

- The projections for 2023 were \$1.3M (\$1,329,379)
- The estimated TMD totals for 2023 are \$1.7M (\$1,757,538) and this is based on exact TMD revenues from September and October 2022.
 - Without \$250K = \$1,507,538 Actuals for the year (Jan-Aug.) \$1,301,057.14 .
 - TMD revenues are two months behind, from November 2022 through August 2023, TSA collected \$1,492,882.52 for the 2023 budget.
- Board approved reallocating revenue into CD or treasury; EC will meet to review
- In February, TSA deposited \$249,923 from a hotel that caught up on 2022 payments.
 - Without that amounts total = \$1,242,882. Which I will propose spending in the 2024 budget portion.
- There is an estimate of an additional \$275,000 in expenses for remainder of the year
 - This will put us closer to the \$1.3 million projections for the year, giving us roughly an additional \$428,000.

2024 Proposed Projects & Budget

The following are those areas of focus and estimated budgets TSA has proposed for 2024/

<p><u>Advertising</u></p> <ul style="list-style-type: none">• Additional efforts attracting the LGBTQ audience.• Increase PPC spend and include meeting performance.• Raising our annual spend to \$50,000 (from \$36K) we are projected to capture 47% of available traffic, generating 47,200 clicks and 19,800 conversions.• \$300 month spend on a General and a Meeting Performance Max campaign. These campaigns serve across all Google's channels and gather conversion optimization data that improves Search campaign performance, leading to cheaper clicks and conversions.• Separate proposal for international efforts.• Proposed '24 budget of: \$450,000	<p><u>Partnerships</u></p> <ul style="list-style-type: none">• Orange County Sports Commission continues to cultivate this relationship.<ul style="list-style-type: none">◦ Just returned from TEAMS in Florida.• NEW - HelmsBriscoe & HPN Global will provide exclusive marketing, education, reporting, and access to meeting planner events.• Proposed '24 budget of: \$20,000
<p><u>Conference/Meetings</u></p> <ul style="list-style-type: none">• Provide professional development, collaborative opportunities, best practices, and the latest industry trends and data.• Proposed '24 budget of: \$38,325	<p><u>Industry Outreach</u></p> <ul style="list-style-type: none">• California DMO Alliance which is mutually beneficial to all participants. Started because of COVID.<ul style="list-style-type: none">◦ California DMO Alliance◦ MPI Southern California Chapter◦ Meeting Planner FAM Tours◦ Hotel & Tourism Partner Engagement• Proposed '24 budget of: \$30,500
<p><u>Memberships</u></p> <ul style="list-style-type: none">• CalSAE• CalTravel• Destinations International• DMA West• International Food• Wine & Travel Writers Association• LGBTQ+ Travel Association• LGBT Meeting Planners Association• Meeting Professionals International• Santa Ana Chamber of Commerce• South Coast Metro Alliance• Proposed '24 budget of: \$14,361	<p><u>Outside Services & Printing</u></p> <ul style="list-style-type: none">• Visitors Guide Production & Distribution• Video & Photography• Creative• Cvent• Cannabis Tourism Consulting• Ambassador Program• AI• Digital Asset Management• Proposed '24 budget of: \$159,728

<p><u>Media/PR</u></p> <ul style="list-style-type: none"> ● Visit California ● Travel media and influencers ● Agency support for upcoming media/PR campaign ● Proposed '24 budget of: \$70,050 	<p><u>Sales & Marketing</u></p> <ul style="list-style-type: none"> ● International outreach and campaigns (Mexico and Canada) <ul style="list-style-type: none"> ○ Proposed budget \$224, 817 ● Special advertising opportunities: <ul style="list-style-type: none"> ○ John Wayne airport advertising ○ Hidden Gems with Peter Greenberg ○ Trip Advisor campaign ○ Proposed budget \$65,000
<p><u>Research</u></p> <ul style="list-style-type: none"> ● Dean Runyan Associates ● Tourism Economic Impact Report ● STR Reports ● Zartico – Visitor Analysis ● Data Analysis ● Proposed '24 budget of: \$44,800 	<p><u>Tradeshow</u></p> <ul style="list-style-type: none"> ● Visit CA Roadshows ● Northstar ● CalSAE Seasonal Spectacular ● Cannabis Forum ● Conference Direct ● Small Market Meetings ● Connect ● IMEX ● ● Proposed '24 budget of: \$133,725
<p><u>Website</u></p> <ul style="list-style-type: none"> ● CRM ● CMS Licensing ● Management ● Book Direct ● Map Publisher ● Crowdriff ● Trip Builder ● Threshold 360 ● Proposed '24 budget of: \$99,600 	

2024 Projected Revenues and Approved Budgets

Proposed Budget	Proposed	Approved
• Admin	9%	\$143,348
• Reserves	0	0
• City Fees	0	\$35,992

Proposed Sales & Marketing Budget	Approved
• Wendy Haase, <i>President</i>	New Salary: \$154,350 Raise: 5% Annual Bonus 10%: (paid in Jan) APPROVED
• Ana Laura Becerra, <i>Sales & Marketing</i>	New Salary: \$94,250 Raise: \$5,000 Qtrly Bonus: 15% APPROVED
• Maria Gonzales <i>Social Media & Digital</i>	New Salary: \$73,250 Raise: \$5,000 Qtrly Bonus: 10% APPROVED

Proposed Sales & Marketing Budget	Proposed	Approved
• Advertising	\$450,000	
• Partnership	\$20,000	
• Conferences	\$38,325	
• Industry Outreach	\$30,500	
• Memberships	\$14,361	
• Outside Services	\$159,728	
• Printing	\$15,000	
• Public Relations	\$70,050	
• Research	\$44,800	
• Website	\$99,600	
• Trade Shows	\$133,725	

<ul style="list-style-type: none"> ● (misc) Projects <ul style="list-style-type: none"> ○ International ○ Cannabis event 		\$225,000 \$25,000
<ul style="list-style-type: none"> ○ Special Projects: Greenberg PBS 		\$65,000
	\$1,076,089	\$315,000
With salaries	\$1,405,254	
2024 APPROVED BUDGET		\$1,899,594

- **Projected Revenues** - Taking the true projected TMD revenue for 2023:
 - \$1.5M (\$1,507,615) and adding a 6% increase based on industry forecasts regarding business travel and leisure travel, along with the DoubleTree Clubs meeting space reopening and DoubleTree renovations. 6% increase starting in January.
 - Projecting closer to \$1.6M (\$1,585,368) which put us close to pre pandemic revenue (had there been a TMD in 2019).
 - Reminder - Excludes \$249,923 deposited in February from a hotel that caught up on 2022 payments.
 - Motion to approve the 2024 budget approved by Dave Elliott and Ryan Chase.

New Business

- None currently

Unfinished business

- None currently

Announcements

- None currently

Adjournment

- The meeting is adjourned at 2:09 p.m.
- Minutes recorded by Erin Warady

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