

# TRAVEL SANTA ANA

## Board Meeting Minutes

Wed. April 13, 2022

### Call to order

- A meeting of Travel Santa Ana was held on Wed. April 13, 2022.
- Time: 1:00-1:37 pm
- Meeting was called to order at 1:08 p.m. by Julie Buettner

### Attendees

- Wendy Haase, President, Travel Santa Ana
- Robert Kravitz, Courtyard by Marriott
- Julie Buettner, South Coast Metro Courtyard, Chair
- Ryan Chase, 4th Street Market, Treasurer
- Marc Morley, City of Santa Ana
- Ashley Kravitz, MainPlace Mall
- Aaron Saliba, DoubleTree Hotel
- Quinn Su, DoubleTree Club
- Valerie Cooper, Embassy Suites
- Erin Warady, Discovery Cube

### Members not in attendance

- Frank Atayde, Holiday Inn
- David Elliott, Santa Ana Chamber of Commerce

### Approval of Minutes

- Motion to approve the minutes from Marc Morley and Valerie Cooper
- Approval by all on board minutes

### Public Comments:

- No public comments at this time

## Reports

- **Chair Report (Julie Buettner)**

- **GROW Conference on March 30** – Julie and Wendy attended and presented "Tourism: A key to revitalizing Santa Ana's local economy."
- **Travel Santa Ana Director of Sales** - Rob Kravitz and I met with AnaLaura Becerra. She is currently at Destination Irvine where she has been the DOS since 2018. We both agree that she is a "must have" for the organization. She was confident, personable, outgoing and knowledgeable. She will be a great addition to the team. Wendy will be giving the formal offer following today's meeting with the start date of May 2.
- **South Coast Metro Alliance** – Attended March meeting

- **Financial Report (Ryan Chase)**

- **Travel Santa Ana currently has \$676,655.84 in the bank.**
- Tourism Marketing District generated \$88,015.42 in March
- Marc Morley and Julie Buettner approve financials
- New Wells Fargo account manager is Christian Rosales, located at 3925 S. Bristol St. branch.
- The board of directors of Travel Santa Ana, 1631 W. Sunflower Ave., C-35, Santa Ana, CA 92704, confirm that Jason Cure is no longer the chair nor affiliated with the organization and should be removed as a key executive of the Wells Fargo bank account. Ryan Chase, Julie Buettner and Erin Warady remain as key executives of the account and request that Wendy Haase, President, Travel Santa Ana, be added as a key executive.

- **Presidents Report (Wendy Haase)**

- **Expedia** - Travel Santa Ana has been participating/supporting this Visit California co-op campaign since September and will continue to do so through June 2022.
  - For the month of March, the campaign generated 2,527 room nights resulting in \$376,556 in hotel revenue.
  - Since September, the campaign has resulted in 13,967 room nights and \$1,883,684 in hotel revenue.
- **Website** - March received 351 pageviews, with the top 5 pages being events, eat, best tacos, about Travel Santa Ana, and arts-culture.
- **March 2022 Visitor Analysis** - According to data collected by Zartico, of the 35,246 visitor devices tracked, (an increase of more than 15,000 over February) 75.6% of visitors stayed overnight an increase of 75% from March 2021.
  - The top out-of-state markets are Phoenix and in-state Los Angeles. (See full report)

- **Brand update** - Resident survey distributed last week, hoping to have 200 responses by end of week. Wendy will resend to team for additional outreach
  - April dedicated to brand architecture;
  - May creative i.e. logo and campaign concept development.
- **Projects** - Videographer filmed highlights of ArtWalk and Dancing in the Streets; more than a dozen volunteers for the lifestyle photo shoot April 1-2 focusing on murals, dining and “Dancing in the Street,” assistance from Maria Gonzalez.
  - Eric Lindberg photography
- **Recent meetings** – Wendy attended the following in March
  - City Council Annual Report presentation
  - Ribbon cutting of OC Soccer’s mini pitch at Delhi Park
  - Met with Kelly Bishop, Bowers Museum
  - GROW presentation/conference
  - Destinations International CEO Summit
  - Ontario Economic Development/DTSA meeting (Mark, Ryan, Wendy invited)
  - Met with new GM, Aaron Saliba at the DoubleTree (MacArthur Blvd.)
  - Cannabis Tourism Association International Advocacy meeting (virtual)
    - New Santa Ana Cannabis Association organization formed
- **Misc:**
  - Wendy working on Employee handbook with the addition of AnaLaura Becerra, director of sales.
  - Content and Community Engagement team member; may have candidate (possible June hire)
- **Upcoming meetings/events** - Wendy to attend
  - National Travel and Tourism Week, May 1-7
  - Cannabis Tourism Council meeting, April 29
  - Tourism Impact Report will be shared via press release and with the city council by the end of month

## New Business

- No new business at this time

## Unfinished business

- No unfinished business at this time

## Announcements

- No unfinished business at this time

## Adjournment

- The meeting is adjourned at 1:37 p.m.
- Minutes recorded by Erin Warady

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