

TRAVEL SANTA ANA

Board Meeting Minutes

Wed. Aug 16, 2022

Call to order

- A meeting of Travel Santa Ana was held on Tuesday August 16, 2022.
- Time: 1:00-3:00pm
- Meeting was called to order at 1:02 p.m. by Julie Buettner

Attendees

- Wendy Haase, President, Travel Santa Ana
- AnaLaura Becerra, Travel Santa Ana
- Maria Gonzalez, Travel Santa Ana
- Julie Buettner, South Coast Metro Courtyard
- Robert Kravitz, Courtyard by Marriott
- 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
- Brian Applegarth, Guest Cultivar Strategies
- Dana Cisneros, Guest Cannabis Corp Law
- Garrett Nibarger, Guest Munchies Diner and Vegan Fest
- Patricia Huerta, Event planner
- Nelida Mendoza, Guest Santa Ana City Councilmember

Members not in attendance

- Ryan Chase, 4th Street Market
- Quinn Su, Doubletree by Hilton
- Frank Atayde, Holiday Inn
- Valerie Cooper, Embassy Suites

Approval of Minutes

- Motion to approve the July minutes approved by June Dave Elliott and Marc Morley
- Approval by all on board minutes

Public Comments:

- No public comments at this time

Reports

Chair Report (Julie Buettner)

- **Quarterly Board Meetings -**

- TSA will be unveiling new brand campaign with a select group of partners, Aug. 17th
- Per the Travel Santa Ana bylaws, the board of directors shall meet quarterly beginning in October.
- TSA will present the 2023 budget and scope of work for approval on Wed. Oct. 12, 2022
- Travel Santa Ana will continue to provide monthly reporting to the board of directors and SA Tourism Marketing District hoteliers to be received by the second Wednesday of each month, beginning in September. Reporting will include financials, analytics, sales, and project updates.
- Wendy's one-year anniversary is Aug. 2nd and board will meet to determine process and procedures for her evaluation.
- **Motion to approve July board minutes was approved by Marc Morley and Dave Elliott**

Financial Report (Julie Buettner for Ryan Chase)

- **Travel Santa Ana currently has \$743,773 in Wells Fargo bank accounts.**
- In May, \$131,299.96, the Tourism Marketing District revenue was collected, it has not yet been deposited by the city. Marc Morley is following up and trying to get this resolved as the agency finance staff is new.
- \$125,543.26 in Tourism Marketing District revenue was collected in June. This revenue should, normally, be deposited in the third week of August.
- **Motion to approve June financials was approved by Julie Buettner and Rob Kravitz**

Presidents Report (Wendy Haase)

See email sent Aug. 15, 2022 for full reports

Expedia

- The Travel Santa Ana individual campaign began July 1 and runs through June 2023. For the month of July, the campaign generated 2,602 room nights worth \$466,049 in hotel revenue.
- The OC joint-marketing-campaign is running July-September. The campaign generated 1,647 room nights totaling approximately \$302,000 in hotel revenue.
- The CA international marketing co-op began at the end of May and runs through September. For May-July, the campaign has generated 186 room nights totaling approximately \$33,000 in hotel revenue.

July 2022 Visitor Analysis

- According to data collected by Zartico, of the 17,675 visitor devices tracked, 66% of visitors stayed overnight, a decrease of 5% from July 2021. The top out-of-state market remains Phoenix and in-state Los Angeles.

Website

- July received 1,800 pageviews, a slight decrease over June, due to realigning algorithms. The top 5 pages events, contact, eat, about and play.

Branding Initiative

- Travel Santa Ana will host a reception on August 17 from 4:30-6:30 p.m. at the DoubleTree on MacArthur to unveil the new brand. Invitees include all Travel Santa Ana hoteliers, board of directors, tourism partners and city council members. 48 RSVPs.

Projects

- Filming of six of the nine “Proud to be Santanero” videos are complete. Remaining participants to be filmed by end of month.
- Exploring a platform for a SA scavenger hunt during October-December to attract visitors.

Recent meetings

- Destinations International Annual Conference, Simpleview kickoff to develop official website, U.S. Travel Association’s ESTO, toured My Green Network, Student Youth Travel Association to explore potential opportunities, quarterly hotel appreciation visits, presented at inaugural Cannabis Summit,

Upcoming meetings/events

- Visit Anaheim’s Destination Forecast, Culturist Group regarding multicultural marketing.

July Sales Report

- ***See email sent Aug. 15, 2022 for full report***

New Business

- Cannabis Tourism presentation from Brian Applegarth of Cultivar Strategies
- Brian reported on the state of Cannabis tourism in the state and county, audience demographics and trends within the cannabis travel industry

Unfinished business

- None at this time

Announcements

- None at this time

Adjournment

- The meeting is adjourned at 3:14 p.m.
- Minutes recorded by Erin Warady

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