

TRAVEL SANTA ANA

Board Meeting Minutes

Wed. Feb. 9

Call to order

- A meeting of Travel Santa Ana was held on Wed. Feb. 9, 2021.
- Time: 1:00-4:00 pm
- Meeting was called to order at 1:16 p.m. by Julie Buettner

Attendees

- Wendy Haase, President, Travel Santa Ana
- Erin Warady, Discovery Cube
- Robert Kravitz, Courtyard by Marriott
- David Elliott, Santa Ana Chamber of Commerce
- Julie Buettner, South Coast Metro Courtyard, Chair
- Ryan Chase, 4th Street Market, Treasurer
- Marc Morley, City of Santa Ana
- Jonathan Maher, Santa Ana Chamber Commerce
- Ashley Kravitz, MainPlace Mall
- Jeremy Yujuico, Area Sales Manager, DoubleTree Hotel
- Dennisse Naval, DoubleTree Hotel
- Valerie Cooper, Embassy Suites

Members not in attendance

- Quinn Su, DoubleTree Club
- Frank Atayde, Holiday Inn

Approval of Minutes

- Julie Buettner called meeting to order
- Julie called motion to approve the Jan. 2022 minutes
- Marc M. first approvals and Jeremy second to approve; unanimous approval by all on board minutes

Public Comments:

- No public comments at this time

Reports

- **Chair Report (Julie Buettner)**
 - Congratulations on Wendy's 6mos anniversary
 - Review the map Wendy sent through this week with SA points of interest
 - Expedia campaign has been helping, as well as all the effort Wendy is putting into getting the brand up and running

- **Presidents Report (Wendy Haase)**
 - **Expedia** - For the month of January, the campaign generated 1,619 room nights resulting in \$208,706 in hotel revenue. Travel Santa Ana has been participating/supporting this Visit California co-op campaign since September and will continue to do so through June 2022. Since September, the campaign has resulted in 9,236 room nights and \$1,202,151 in hotel revenue. This is direct hotel revenue.
 - **Website** - January received 299 site sessions, with the top 5 pages being Eat, Play, Events, Play/LGBTQ, and Stay. "Getting Here" information has been added to the "splash page" with local transportation partners.
 - **January 2022 Visitor Analysis** - According to data collected by Zartico, 73% of visitors stayed overnight and an increase of 21% from January 2021. The top out-of-state markets are Las Vegas and in-state Los Angeles. *(See full report)*
 - **Points of Interest Map** - Created a points of interest map highlighting the 17 Tourism District Marketing hotels, and attractions. Map has been shared with all of the hoteliers, the single page PDF can easily be printed for distribution to guests. Map is also available on travelsantaana.com.
 - **Recent meetings** - TravMedia International Media Marketplace – 24 pre-set meetings with travel writers/influencers; toured the Santa Ana Zoo and the Heritage Museum of OC; participated in the Downtown Historic Walking Tour; Santa Ana promoted via Metrolink.
 - **Upcoming meetings/events** - MMGY Global conducting second round of interviews for branding process; meeting with senior sales manager @ Embassy Suites; South Coast Metro Alliance; Visit CA Outlook Forum; Santa Ana Business Council meeting; Society of American Travel Writers (SATW) Western Chapter meeting.

- **Financial Report (Ryan Chase)**
 - \$922,717.71 total assessment for the 2021.
 - Travel Santa Ana currently has \$641,734.98 in bank.
 - Tourism Marketing District generated \$70,120.17 in December; down from previous months.
 - Need to have 8% in reserves and Wendy will set-up a separate account for this.
 - Julie first approved Ryan's motion to approve financials. Rob second approvals.

New Business

- No unfinished business at this time

Unfinished business

- No unfinished business at this time

Announcements

- No unfinished business at this time

Adjournment

- Meeting is adjourned at 1:42 p.m.
- Minutes recorded by Erin Warady

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