

TRAVEL SANTA ANA

Board Meeting Minutes

Wed. Jan. 12, 2022

Call to order

- A meeting of Travel Santa Ana was held on Wed. Jan. 12, 2022.
- Time: 1:00-2:00 pm
- Meeting was called to order at 1:03 p.m. by Julie Buettner

Attendees

- Wendy Haase, President, Travel Santa Ana
- Julie Buettner, South Coast Metro Courtyard, Chair
- Robert Kravitz, Courtyard by Marriott
- David Elliott, Santa Ana Chamber of Commerce
- Ryan Chase, 4th Street Market, Treasurer
- Marc Morley, City of Santa Ana
- Madeleine Spencer, Santa Ana Business Council
- Jonathan Maher, Santa Ana Chamber Commerce
- Ashley Kravitz, MainPlace Mall
- Quinn Su, DoubleTree Club
- Ryan Smolar, Downtown Santa Ana, Inc.
- Madeline Spencer, Santa Ana Business Council
- Jeremy Yujuico, Area Sales Manager
- Dennisse Naval, DoubleTree Hotel
- MMGY: Shirin Jafari and Paul Ouimet

Members not in attendance

- General Manager, DoubleTree
- Frank Atayde, Holiday Inn
- Valerie Cooper, Embassy Suites

Approval of Minutes

- Motion to approve the minutes from Ryan Chase and Julie Buettner
- Approval by all on board minutes

Public Comments:

- No public comments at this time

Reports

- **Chair Report (Julie Buettner)**
 - N/A
- **Financial Report (Ryan Chase)**
 - Board currently has \$585,137 in bank
 - For the month of November, we collected \$103,818.08 in Tourism Marketing District revenue.
 - Wendy reminded the board that revenue for 2021 includes only 10 months, January-October, because assessment revenue is deposited two months following the month of collection. Revenue from November 2021 will be deposited this month. December in February.
- **Presidents Report (Wendy Haase)**
 - **Expedia** - For the month of December, the campaign generated 2,240 room nights resulting in \$298,643 in hotel revenue. Travel Santa Ana has been participating/supporting this campaign since September and will continue to do so through June 2022. For the first four months combined, September-December, the campaign has resulted in 7,617 room nights and \$993,445 in hotel revenue.
 - **Website** - Since the “splash page” launched on December 2, 2021, 286 site sessions, with the top 5 pages being Eat, Arts & Culture, Events, About Travel Santa Ana and Play. The 17 hotels funding the SA tourism marketing district received table tents featuring a QR Code linked to travelsantaana.com to display at their front desks and in their common areas for guests to access and discover Santa Ana. The website link was also added to the Expedia campaign.
 - **'21 Visitor Analysis** - According to data collected by Zartico, 62.3% of the 18,432 visitors stayed overnight in 2021; and 9,136 of them were from out of state with the top out-of-state market being Phoenix, AZ. In September 2021 overnight visitation was above pre-pandemic levels. Information obtained from 28,994 devices tracked. *(See full report)*
 - **Recent meetings** - Santa Ana Business Council, Breaking Free Industries, OC Restaurant Association, brand interview with MMGY Global
 - **Upcoming meetings/events** - Ethan Fisher, manager, Santa Ana Zoo, Kickoff/transformation event at Main Place Mall, TravMedia International Media Marketplace, downtown Santa Ana Historic Walking Tour, Stewart Colvin, MMGY, will return the week of February 7 for a second round of interviews.
 - Confirmed that OC Pride will return to Santa Ana June 25. Wendy will forward official press release.

New Business

- **Destination Next Presentation** – Paul Ouimet (MMGY) walked us through the initial strategic plan elements; talk through elements of initial planning (vision, mission, values, etc)
See Paul's deck.
 - Background
 - See top trends doc. #1 is the alignment between industry and government with DMO itself and local communities
 - See top strategies - #1 content creation
 - 3 transformational opps – 1) destination alignment, 2) sustainable development 3) values-based marketing
 - Destination strength: #1 trait access (lowest score around health & safety)
 - 1 thing we can do to become a better destination: health/safety + events/festivals + accommodations
 - Vision / Mission - (vision should be aspirational, inspirational, sense of priorities)
 - For DMOs, it varies: the destination vs. organization (we all like destination-focused statement)
 - We should put Orange County
 - Recap of Futures Study
 - DNext Assessment Results
 - Interview Results
 - VMV (Vision/Mission/Values)
 - Ideal & Futures
 - Brainstorming

Unfinished business

- No unfinished business at this time

Announcements

- No announcements at this time

Adjournment

- Meeting is adjourned at 3:40 p.m.
- Minutes recorded by Erin Warady

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