

TRAVEL SANTA ANA

Board Meeting Minutes

Wed. July 13, 2022

Call to order

- A meeting of Travel Santa Ana was held on Wed. July 13, 2022.
- Time: 1:00-1:37 pm
- Meeting was called to order at 1:02 p.m. by Julie Buettner

Attendees

- Wendy Haase, President, Travel Santa Ana
- Ana Laura Becerra, Travel Santa Ana
- Maria Gonzalez, Travel Santa Ana
- Julie Buettner, South Coast Metro Courtyard
- Robert Kravitz, Courtyard by Marriott
- Ryan Chase, 4th Street Market
- 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

Members not in attendance

- Quinn Su, Doubletree by Hilton
- Frank Atayde, Holiday Inn
- Valerie Cooper, Embassy Suites

Approval of Minutes

- Motion to approve the minutes from 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)**
 - Per board guidelines, we will be moving our meetings to quarterly starting in Oct. '22

- August meeting at Discovery Cube on Aug. 16; no meeting in Sept.
- Motion to approve meetings quarterly approved by Rob Kravitz and Marc Morley

- **Financial Report (Ryan Chase)**

- Travel Santa Ana currently has = \$735,8650 in bank
- April and May revenues still pending posting
- Motion to approve June financials, Julie Buettner and Rob Kravitz

Presidents Report (Wendy Haase)

Expedia

- For the month of June, the Visit CA co-op campaign generated 2,649 room nights resulting in \$482,724 in hotel revenue.
- Since September, the campaign has resulted in 21,783 room nights and \$3,195,061 in hotel revenue. The campaign concluded at the end of last month.
- The new CA international marketing co-op began at the end of May and runs through September, a report will be provided at the end.
- The Travel Santa Ana individual campaign began July 1.

June 2022 Visitor Analysis

- According to data collected by Zartico, of the 19,210 visitor devices tracked, 78.9% of visitors stayed overnight, a decrease of 6% from June 2021. The top out-of-state market remains Phoenix and in-state Los Angeles. *(See full report)*

Website

- June received 2,164 pageviews, a slight increase of 7% over May
- The top 5 pages events, play, best tacos in OC, and about Travel Santa Ana

Branding Initiative

- MMGY Global is in contact with local artists for the “Santa Ana” signature vs. a traditional logo.
- 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 will include all Travel Santa Ana hoteliers, tourism partners and city council members. An Evite will be sent out by end of week.

Projects

- “Proud to be Santanero” video campaign: Santa Ana Business Council (SABC) developed the “American Dream” campaign highlighting 11 small downtown business owners and one high school student.
 - Travel Santa Ana will blend the old campaign with the new Santa Ana brand, the video campaign will be a phase II of the original, “American Dream to Proud Santanero.”
 - Nine of the 12 original individuals will be filmed in their business and will be asked the same question, “What makes you a proud Santanero?”
 - An individual video of each participant will be produced, along with one video highlighting all nine. The individual videos will be captured in both English and Spanish, where applicable.
 - The single video will have a voice over saying, “Because when it’s Santa Ana vs. everyone, always bet on us!”
 - Travel Santa Ana will utilize the individual videos in various promotional opportunities, including shop locally (November), and women’s history month (March).
 - Filming will take place the week of July 25th.

Recent meetings

- International board of credentialing and continuing education standards regarding Santa Ana becoming a Certified Autism Destination
- Webinar for “Creating a More Inclusive Travel Experience” for the LGBTQ+ community
- OC Sports Commission & Santa Ana Parks & Recreation
- Attended CalTravel board meeting

Upcoming meetings/events

- Wendy and AnaLaura local hotel visits end of month, Friday July 29.
- Aug. 16th Cannabis mtg and Board Mtg. At Discovery Cube

Director of Sales Report (AnaLaura Becerra)

- Great interest shown in Travel Santa Ana at the Annual Conference of MPI (Meeting Professionals International) due to the city’s ease of access, family-oriented attractions and proximity to all other Orange County visiting points.
- Cvent and Northstar conduct a semi-annual meeting planner survey. Results included in the minutes that reflect the first half of 2022.
- Strongly recommending that hotels revise their diagrams and capacities, making sure the information is updated and readily available in each individual website.

- Travel Santa Ana focusing on hoteliers' requirements for SMERF market (Sports, Military, Educational, Religious, Fraternal) that don't require a lot of meeting space, while also going after leisure groups such as weddings.
- AnaLaura is attending the following tradeshow in August: SmartMeetings in San Francisco, Connect Marketplace in Detroit and Northstar Events in Monterey.

New Business

- None at this time

Unfinished business

- None at this time

Announcements

- None at this time

Adjournment

- The meeting is adjourned at 1:43 p.m.
- Minutes recorded by Erin Warady

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