

TRAVEL SANTA ANA

Board Meeting Minutes

Wed. June 8, 2022

Call to order

- A meeting of Travel Santa Ana was held on Wed. June 8, 2022.
- Time: 1:00-2:37 pm
- Meeting was called to order at 1:08 p.m. by Julie Buettner

Attendees

- Wendy Haase, President, Travel Santa Ana
- Julie Buettner, South Coast Metro Courtyard
- Erin Warady, Discovery Cube
- David Elliott, Santa Ana Chamber of Commerce
- Frank Atayde, Holiday Inn
- Aaron Saliba, DoubleTree Santa Ana
- Annette Anderson, Holiday Inn
- AnaLaura Becerra, Travel Santa Ana
- Maria Gonzalez, Travel Santa Ana
- Madeleine Spencer, Santa Ana Business Council
- Ryan Smolar, Downtown Santa Ana, Inc.

Members not in attendance

- Ashley Kravitz, MainPlace Mall/Santa Ana Chamber of Commerce
- Valerie Cooper, Embassy Suites
- Marc Morley, City of Santa Ana
- Quinn Su, Doubletree by Hilton
- Robert Kravitz, Courtyard by Marriott
- Ryan Chase, 4th Street Market

Approval of Minutes

- Motion to approve the minutes from Dave Elliott and Aaron Saliba
- Approval by all on board minutes

Public Comments:

- No public comments at this time

Reports

- **Chair Report (Julie Buettner)**
 - Introduced Maria Gonzalez Travel Santa Ana's new content and community engagement manager.
 - South Coast Metro Alliance hosting the Business Police Partnership meeting on June 9 at Costa Mesa Marriott at 11:45am
- **Financial Report (Julie Buettner)**
 - Travel Santa Ana currently has = \$780,420 in the bank.
 - Including a savings account with 8% reserves.
 - April TMD revenue is \$87,392. TMD revenue is typically deposited the third week of the month and is not included in the May financials.
 - Financials approved Dave Elliott and Frank Atayde.

Presidents Report (Wendy Haase)

Expedia

- For the month of May, the campaign generated 2,758 room nights resulting in \$462,895 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 this month.
- Since September, the campaign has resulted in 19,134 room nights and \$2,712,337 in hotel revenue.
- The Travel Santa Ana individual campaign will begin July 1. And the CA international marketing co-op is currently running through September.

May 2022 Visitor Analysis

- According to data collected by Zartico, of the 17,405 visitor devices tracked, 77.4% of visitors stayed overnight, a slight increase of 6% over May 2021.
- The top out-of-state markets are Phoenix and in-state Los Angeles. *(See full report)*

Website

- May received 1,150 pageviews, a 72% increase over April.
- The top 5 pages being events, eat, play, arts-culture, and about Travel Santa Ana.

OC Sports Commission

- The OC Sports Commission will increase the number of sporting events and meetings booked in the destination and will positively influence the economy.
- TEAM – tourism, events, advocacy, marketing
- Travel Santa Ana is recommending a “Grand Slam” partnership for \$5,000 per year – three-year commitment. Partnership begins July 1, with a \$2,500 payment, \$5,000 is due for 2023 January.

Projects

- Capturing video and images during OC Pride.

Recent meetings

- OC Sports Commission
- TwoSix Digital is coaching Maria on digital marketing for a destination.
- OC Community Leadership Summit

Upcoming meetings/events

- Southcoast Metro Alliance Business/Police meeting, June 9
- Cultivar Brands (cannabis tourism)
- Visit Newport Beach's inaugural tourism outlook breakfast

Director of Sales Report (AnaLaura Becerra)

- East Coast Roadshow - attended show with Visit California on the state of meetings and meeting planners within CA to promote Santa Ana. (See report).
- Completed site visits and in-person introductions to 10 hotels.
- Completed contracting attendance to upcoming tradeshow for second part of 2022.
- Personal calls to third party meeting planners to notify about Santa Ana, starting with all members of CalSAE.
- Participated in MPIOC's Board Retreat, planning for upcoming fiscal year as VP of membership.
- Arts & Economic Prosperity Study

Upcoming meetings/events

- MPI WEC (World Educational Conference) in San Francisco, June 20-23
- Attending Visit California's "Meet what's possible" activation in San Francisco, during MPI
- MPIOC Board installation at Balboa Bay Club

New Business

- Stewart Colovin, MMGY Global, presented the results of the branding initiative.
- Presentation included "Brand Architecture":
 - Brand Essence, "United by Originality"
 - Brand Values, "Original, Vibrant, Eclectic, Uniting, Loyal"
 - Brand Promise, "Santa Ana is made by us. For us. And everyone who wants to join us. There's always a seat at our table for you. And nobody knows how to celebrate like we do."
 - Brand Experience, "Santa Ana Originality, A Culture of Cultures/A People of Peoples, City of Celebrations, Santa Ana True."
 - Brand Voice "Proud, Fun, Welcoming, Unapologetic, True."
 - Presentation also included a "Brand Anthem" video.

Unfinished business

- No unfinished business at this time.

Announcements

- No unfinished business at this time.

Adjournment

- The meeting is adjourned at 2:32 p.m.
- Minutes recorded by Erin Warady

###