

# TRAVEL SANTA ANA

## Board Meeting Minutes

Wed. March 9, 2022

### Call to order

- A meeting of Travel Santa Ana was held on Wed. March 9, 2022.
- Time: 1:00-1:37 pm
- Meeting was called to order at 1:08 p.m. by Julie Buettner

### Attendees

- Wendy Haase, President, Travel Santa Ana
- 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
- Dennisse Naval, DoubleTree Hotel
- Aaron Saliba, DoubleTree Hotel – NEW GM
- Quinn Su, DoubleTree Club
- Valerie Cooper, Embassy Suites
- Madeleine Spencer, Santa Ana Business Council

### Members not in attendance

- Frank Atayde, Holiday Inn
- Erin Warady, Discovery Cube

### Approval of Minutes

- Motion to approve the minutes from Mark Morley and Valerie Cooper
- Approval by all on board minutes

### Public Comments:

- No public comments at this time

### Reports

- **Chair Report (Julie Buettner)**

- **2022 Orange County Heart & Stroke Walk** scheduled for Saturday, April 2, 2022@ Angel Stadium of Anaheim.
  - If interested, parties can join Santa Ana Chamber team in the Heart Walk
- **Santa Ana Business Council presentation "Travel Santa Ana 2021 Annual Report"** on March 15
  - TSA Board encouraged to attend/participate.
- **GROW Conference on March 30@ 3-4:30 p.m.** -you and I will be presenting "Tourism -A key to revitalizing Santa Ana's local economy."
  - I'll be providing you with talking points on the importance of keeping group business in Santa Ana hotels.
- **Santa Ana City Council presentation, March 15; meeting with Julie Castro, City of Santa Ana.**
- **Presidents Report (Wendy Haase)**
  - **Expedia:** For the month of February, the campaign generated 2,204 room nights resulting in \$304,977 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 11,440 room nights and \$1,507,128 in hotel revenue.
  - **Website:** February received 340 pageviews, with the top 5 pages being Getting Here/Points of interest map, eat, events, about Travel Santa Ana.
  - **February 2022 Visitor Analysis:** According to data collected by Zartico, of the 20,185 visitor devices tracked, 62.4% of visitors stayed overnight an increase of 4% from February 2021. The top out-of-state markets are Phoenix and in-state Los Angeles. *(See full report)*
  - **Brand update:** Resident survey expected within the next week. April dedicated to brand architecture; May creative i.e., logo and campaign concept development.
  - **Projects:** Videographer filmed highlights of Boca de Oro for future destination/events promotional videos; hosting travel writer Cortney Fries and family, March 26-28 contributes to Chicago Parent, Metro Parent and Family Vacationist. Santa Ana is one of four OC destinations, including Huntington Beach, Buena Park and Costa Mesa; lifestyle photo shoot April 1-2 focusing on murals, dining and "Dancing in the Streets"
  - **Recent meetings:** Visit CA Outlook Forum, Society of American Travel Writers Western Chapter Conference, Santa Ana Business Council – presentation on three-year strategic plan, meeting with Julie Castro, City of Santa Ana, South Coast Metro Alliance Hotel Marketing luncheon, and Boca de Oro Festival.
  - **Upcoming meetings/events:**
    - Destinations International CEO Summit (April 3-5)
    - South Coast Metro Alliance – Community meeting (April 7)
  - **Misc:**
    - SA Police shared information with hoteliers regarding homeless concerns; Wendy sent email with additional information. For issues regarding the

homeless at your property, contact the Santa Ana Multi-Disciplinary Response Teams {SMART) at 714-242 -3706. Please report all issues to Officer Perez. When contacting him, provide the time of day when the issue(s) are occurring to better help them combat these problems, as they know different hours of the day bring different issues. Mario Perez [Mperez10@santa-ana.org](mailto:Mperez10@santa-ana.org) | P: 714-245-8721

- **Financial Report (Ryan Chase)**
  - **Travel Santa Ana currently has \$670,771.73 in the bank.**
  - Tourism Marketing District generated \$88,015.42 in February
  - Dave Elliott and Julie Buetter approve financials

### **New Business**

- **No new business at this time**

### **Unfinished business**

- No unfinished business at this time

### **Announcements**

- No unfinished business at this time

### **Adjournment**

- The meeting is adjourned at 1:37 p.m.
- Minutes recorded by Julie Buettner

**###**