

TRAVEL SANTA ANA

Board Meeting Minutes

Wed. May 11, 2022

Call to order

- A meeting of Travel Santa Ana was held on Wed. May 11, 2022.
- Time: 1:00-1:37 pm
- Meeting was called to order at 1:08 p.m. by Julie Buettner

Attendees

- 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
- Marc Morley, City of Santa Ana
- Quinn Su, Doubletree by Hilton
- Valerie Cooper, Embassy Suites
- Aaron Saliba, DoubleTree Santa Ana
- Wendy Haase, President, Travel Santa Ana

Members not in attendance

- Ashley Kravitz, MainPlace Mall/Santa Ana Chamber of Commerce
- Frank Atayde, Holiday Inn

Approval of Minutes

- Motion to approve the minutes from Mark Morley and Aaron Saliba
- Approval by all on board minutes

Public Comments:

- No public comments at this time

Reports

- Chair Report (Julie Buettner)
 - AnaLaura Becerra has officially started as the director of sales for Travel Santa Ana.

- AnaLaura is attending the Taste of California Roadshow with 18 fellow destination partners, including Huntington Beach, Anaheim, Newport Beach, Dana Point, and LA.
 - Visit California is hosting a series of roadshows, bringing a group of California destination suppliers directly to meeting planners in sought-after markets.
 - This week receptions are in Washington D.C., Philadelphia, and NYC.
 - Meeting Planner Attendees network with the DMOs and learn why California is the perfect choice to host a meeting or event.
 - The roadshow is part of a statewide Professional Meetings and Events (PME) platform – the first of its kind in the organization’s nearly 30-year history.
 - The travel industry is poised to lead the way in the state’s economic recovery, and this initiative aims to jump-start business in the state’s PME segment.
 - 2021 Visitor Impact report conducted specifically for Santa Ana by Dean Runyan Associates
 - In 2021, traveler expenditures for Santa Ana came to an estimated \$307.8 million, an increase of 84% over 2020, however, down 28.5% over 2019.
 - The travel industry contributed \$22 million in local and state taxes.
 - The travel industry supported 2,220 Santa Ana jobs.
 - Responsible for adding \$100 million in wages to the local economy.
 - The full report will be available on Monday and shared with the board of directors, stakeholders, and city officials.
- Financial Report (Ryan Chase)
 - The \$30,000 deposit is the matching funds from Visit California for the Expedia co-op campaign.
 - Travel Santa Ana currently has = \$675,427.56 in bank
 - February TMD revenue, \$76,762.01, was deposited later than usual and is not included in the April report.
 - Tax returns were denied due to exempt status, despite the exempt letter. Civitas is in the process of contacting the IRS. The CPA has written a letter and we have been given an extension.
 - Appointment with key executives at Wells Fargo Friday to move forward with credit card application and opening savings account.
 - Approval of April Financials Julie Buettner and Dave Elliott

Presidents Report (Wendy Haase)

Expedia

- For the month of April, the campaign generated 2,409 room nights resulting in \$365,758 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 16,376 room nights and \$2,249,442 in hotel revenue.

April 2022 Visitor Analysis

- According to data collected by Zartico, of the 37,831 visitor devices tracked, 68.8% of visitors stayed overnight, a slight decrease of 7% from April 2021.
- The top out-of-state markets are Las Vegas and in-state Los Angeles. (See full report)

Website

- April received 667 pageviews, a 96% increase over March. The top 5 pages being events, eat, play, arts-culture, and contact. AnaLaura's contact information has been added to the "About Travel Santa Ana" and to the "Meetings & Events" page.

Brand Initiative

- MMGY Global to present at the June 8th meeting @ 1 p.m. @ Holiday Inn.

Projects

- Captured video of the Blading Cup. Reviewed over 200 photos taken during photo shoot to select 90 for the Travel Santa Ana library.

Recent meetings

- Grand Central Arts Center and KCRQ regarding a summer night series, OC DMOs celebrated National Travel & Tourism Week at Angel's Stadium (photo opp), Sarah Rafael, LibroMobile, regarding an Artist in Residency program w hotels.

Upcoming meetings/events

- DMO Mojo/North American Summit.
- Content & Community Engagement Manager: Proposing a June 13 start date. Travel Santa Ana too coordinate a happy hour/reception to meet the team.
- Director of Sales: AnaLaura's official start date was May 2. She spent the first week conducting outreach to the 17 hotels and motels to coordinate property visits and to meet the sales teams, as well as starting site visits to venues and restaurants.
 - This week she is attending the Taste of California Roadshow with 18 fellow destination partners, including Huntington Beach, Anaheim, Newport Beach, Dana Point, Palm Springs, LA and Santa Monica. To amplify that California is "open for business," Visit California is hosting a series of roadshows, bringing a group of California destination suppliers directly to meeting planners in sought-after markets. This week Visit California is hosting receptions in Washington D.C., Philadelphia, and NYC for meeting planner attendees to network with the DMOs and learn why California is the perfect choice to host a meeting or event. The roadshow is part of a statewide Professional Meetings and Events (PME) platform – the first of its kind in the organization's nearly 30-year history. The travel industry is poised to lead the way in California's economic recovery, and this initiative aims to jump-start business in the state's PME segment.

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 Erin Warady

###