

TRAVEL SANTA ANA

Board Meeting Minutes

Wed. Oct. 12, 2022

Call to order

- A meeting of Travel Santa Ana was held on Wednesday Oct. 12, 2022.
- Time: 1:00-3:00pm
- 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
- 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
- Karen Finerman, Double Tree
- Ryan Chase (on Zoom)
- Quinn Su, Doubletree by Hilton

Members not in attendance

- Robert Kravitz, Courtyard by Marriott
- Frank Atayde, Holiday Inn
- Valerie Cooper, Embassy Suites

Approval of Minutes

- Motion to approve the Aug. minutes approved by Marc Morley and Aaron Saliba
- Approval by all on board minutes
- Sept. reports sent to board; do not require vote of approval

Public Comments:

- No public comments at this time

Reports

Chair Report (Julie Buettner)

- Quarterly Board Meetings -
 - Highlights of the Cannabis Tourism meeting and board participation
 - Question is how can this association benefit our board and local business'
 - Need to determine which corporations/corporate brands (Marriott, Hilton, etc) will/won't allow
 - Further research on where/how we embrace this as a DMO; TSA will have an age-gated web presence
 - Plans and dates still in review and discussion

Financial Report (Julie Buettner for Ryan Chase)

- August income (\$139,165.05) to be deposited in third week in Oct
- Travel Santa Ana currently has \$769,287 in Wells Fargo bank accounts.
- Motion to approve the Sept. budget approved by Dave Elliott and Julie Buettner
- Motion to approve financial approved by Marc Morley and Julie Buettner

Presidents Report (Wendy Haase)

See Wendy's notes

2022 YTD

- See Wendy's list for sales & mktg
- Presentation of Santa Ana brand signature (list of 3) from our 4 local artists
- YTD budget review
 - \$1,065,889 YTD revenue collection
 - \$1,278,789 projected year-end total
 - \$230,000 approx. expense pending

2023 SOW & Budget

- See sales & marketing and advertising
 - See list
- Partnerships
 - See list
- Conferences
 - See list
- Industry Outreach & Memberships
 - See list
- Outside Services & Printing
 - See list

2023 SOW & Budget Cont.

- Public Relations
 - See list
- Research
 - Dean Runyan Assoc. Tourism Economic Impact report
 - STR Reports
 - Zartico
- Trade Shows
 - See list
- Website
 - CRM, CMS, licensing management
 - Book direct
 - Map publisher
 - Crowdriff

2023 Proposed S& M Budgets

- Total proposed Sales & Marketing budget (above): \$888,765 (.09% more '21)
- Total proposed programs (incl salaries, benefits) \$1,300,640
- Remaining balance:
 - \$50,000 allocated to opportunity fund
 - \$50,000 allocated to international/multicultural advertising

Salaries & Administration

- Salaries:
 - Requested 8.5 % salary increase at annual review
 - Reviewed and approved: 5% salary increase Wendy; effective August '22
 - Reviewed and approved: 5% salary increase for Ana Laura and Maria at their year
- Bonus
 - Reviewed and approved: 8% bonus for Wendy effective immediately (Aug '21-Aug.'21)
 - Reviewed and approved: 8% bonus paid in Dec. for rest of year
- Benefits
 - Reviewed and approved: simple IRA (2% of salary)
- Misc.
 - Hiring of 4th position Q4 – S&M support role
- Administrative
 - See list

2023 Budget

See details of proposed budget in attached PowerPoint

- Admin
- Reserves
- City fees
- Sales & Marketing
- Total \$1,318,573 includes 5% salary increase
- Motion to approve '23 budget approved by Marc Morley and Ryan Chase.

New Business

- X

Unfinished business

- None at this time

Announcements

- None at this time

Adjournment

- The meeting is adjourned at 3:14 p.m.
- Minutes recorded by Erin Warady