



## **Costa Mesa Conference & Visitor Bureau Board Meeting Minutes April 11, 2013 at Costa Mesa City Hall**

**Attendees:** Kandee Anderson (GM of Marriott), Charles Haber (Secretary and GM of Crowne Plaza), Stephanie Escamilla (GM Holiday Inn Express), Sue Cooke (Treasurer and GM of Residence Inn by Marriott), Mike Hall (Chairman of the Board and GM of The Westin South Coast Plaza), Susan O'Brien Moore (VP and GM of Ayres Hotel and Suites), Dan Joyce (Public Affairs Manager for City of Costa Mesa), Naj Ekhals (GM of Best Western Plus), Terry Dwyer (President, Segerstrom Center for the Art), Lisa Janulewicz (Operations Manager, CVB) and Paulette Lombardi-Fries (President, CVB)

**Sales Leaders welcomed at 1:15:** Anne Nielsen (Residence Inn by Marriott), Lori Puddester (Crowne Plaza), Kenneth Chouinard (Avenue of the Arts Wyndham Hotel), James Landrum (Hilton), Jennie Hoffman (The Westin South Coast Plaza), Nathan Wheadon (Marketing Coordinator, CVB) and Kim Glen (Marketing Manager, CVB)

**Absent:** Paul Sanford (GM Avenue of the Arts, Wyndham), Peter Papagelis (GM of Mastro's Steakhouse), Werner Escher (Executive Director of Domestic and International Markets), Gary Monahan (Councilmember, city of Costa Mesa), Rob Gauthier (GM of Hilton), and open position at the Ramada as they are in the process of hiring.

**Public Comment-no comments or guests for this meeting were noted**

### **February Board and March 2013 Annual Meeting Minutes**

- Motion made to approve February Board and March Annual meeting minutes by Kandee, Dan and Sue with no one opposing. This was also emailed out on April 9<sup>th</sup>.

### **Financial Report-Paulette**

- Review of January and February of 2013 as well as fiscal year to date financials-spreadsheets handed out as well as emailed to all Board members on April 9<sup>th</sup>. Motion to approve by Susan, Dan and Mike. Mike shared with the Board he was the only person deposed for our court case and Paulette would be the next one scheduled. Susan inquired if we received the documentation within the timeframe promised needed and Paulette shared that the attorney's should have more information on April 14<sup>th</sup>. Mike shared everything is going according to plan and the defense has new council as their lawyer started his own firm. Lisa shared we are fiscal year to date under budget and as of today, we are over in the legal line item on our financial reports and will be fine overall. Paulette stated the Bureau now has two attorneys and she did not budget for new last fiscal year as she created the budget. Mike mentioned the Bureau needed to hire a litigator to assist in our lawsuit.

### **TEDx Presentation-Amir Banifatemi (presentation included in the minutes)**

- Charles would like to see Orange County instead of Orange Coast as the name of the event. Amir mentioned he could not use Orange County because he could not get permission to use it as many events are in Orange County. Mike asked what the sponsorship money would be used for and Amir mentioned overall cost of production, rental of Segerstrom and getting the speakers out to this conference from all over the country. Kandee and Susan agree that there are not many room nights to this. Paulette shared this is a marketing opportunity for the city and Amir's group did not have early blocks for the guests to make reservations from online. This year there are three hotels in Costa Mesa they selected to use. Terry asked Amir if other hotels will be on the website and Amir stated he is using Costa Mesa hotels. Paulette shared that this organization does have three courtesy room blocks at The Westin SCP, Avenue of the Arts Wyndham and Marriott, as they wanted their guests to be able to walk to the conference. Mike asked for Dan and Paulette to work on this sponsorship program to see what we can get as it relates to more opportunities for us to market the city. Terry shared the center tried to get their logo in various

locations but the licensing agreement was very tight and the Bureau should ensure what is promised will also be delivered.

### **Marketing Update- Paulette**

- **Marketing Fund/Mutual Advantage-Lisa**

Lisa shared spreadsheets (attached to the packets for all attendees) for all hotels as it relates to marketing fund usage (see handout). She also shared the due date for fiscal year end marketing invoices, which is June 17<sup>th</sup>.

Mutual Advantage certificates calendar year to date redemptions also shared. Mike asked that we refer to this program as certificates to avoid accounting confusion as the Bureau is now reimbursing the hotels. Paulette reminded everyone that the rate that should be given is the friends and family rate only. If that rate is not available please decline the request.

- **Restaurant Week Dates**

August 16-23<sup>rd</sup> kick off party scheduled on the 15<sup>th</sup> at Noguchi Gardens catered by Mastro's and Charlie Palmer. The Bureau is looking for a third restaurant to assist with dessert. The event is coming along nicely. PBS SoCal will be a sponsor and we are working and Kim is currently working on a media sponsor that will benefit the Bureau. Save the date emails will go out as well as a mailing. The committee has decided to award the soup kitchen again this year with all silent auction proceeds. AX has suspended all giveaways until further notice. Need assistance from this Board with silent auction items. Weekend getaway trips would be most helpful. Each restaurant will receive two invites to the VIP event. Each invite is for a total of two people. Please forward your VIP list to Paulette or she can give you the actual invitation for you to mail.

- **SNA Update**

OCVA is working with SNA and Interjet to market to customers wanting to visit OC as the two flights they offer from Mexico City and Guadalajara are in need to target marketing. Two months of marketing were conducted by Interjet and that is relatively it. They are looking to coop with OCVA. Interjet will provide their past efforts and OCVA and SNA will work on a plan that meets both of our objectives.

- **OC Marathon, May 5<sup>th</sup>**

April 26<sup>th</sup>, Friday is the last day to sign up for shuttle. Thus far we have less than 300 reservations booked. Last year the OC Marathon used PassKey for their reservations and this year they are not. Therefore, the Bureau is not receiving weekly pace updates. I strongly encourage you to keep your block open until the 26<sup>th</sup> as last year we had about 45 more reservations made during the week before the race. This group tends to wait until the last minute to book their reservations. Susan asked if Dan could let everyone know about the road closures, as this was an issue for the Ayres guests and the shuttle transportation company. Dan will provide this information to the hoteliers.

- **POW WOW 2013 Las Vegas, June 8-12**

Kim and Paulette are attending. The Bureau's booth is by SCP and Anaheim OCCVB. Individuals are responsible for their own reservations. Please visit POW WOW online and try to book your reservations before May 10th. Those hotels that have expressed an interest in attending are the Marriott, Avenue of the Arts Hotel Wyndham, The Westin SCP and Hilton. Susan also expressed interest and would like the Bureau to follow up with Brenda. The Bureau will be putting together a meeting with those attending within the next few weeks.

- **Orange County Visitor Association-Anaheim Hilton Conference May 8<sup>th</sup>**

Those interested in attending are Residence Inn by Marriott, The Westin SCP and Ayres. During this week, the Orange County Visitor's Association sales manager from China will be visiting OC. The Bureau will be taking her around the city to introduce her to what we have to offer the Chinese traveler.

- **Vancouver Media Update- Kim**

Kim shared that she visited Vancouver in February along with the Visit California team and the CVB's of Huntington Beach and Irvine. It was a round table event and she met with over 30+ media members including freelancers. Kim will be working on "Great Getaways with Cheryl" radio show would like to feature us in their next OC visit. We are pitching story ideas to this group.

- **Summer Campaign and 2<sup>nd</sup> fiscal year with Myriad-Paulette**

Paulette shared that the Bureau has been using Myriad for about 9 months and would like to continue to use them for our next fiscal year. Kandee asked if there is an area of opportunity for Myriad and Paulette shared PR. As of now, the Bureau solely relies on Kim and the Bureau has an opportunity to work closer together as it relates to PR. There are two options to consider as we move into our summer campaign and each hotel represented can vote on the option that works best for them. Mike shared last year at the annual Board meeting that many ideas were shared as to what the CVB should be focused on. The Bureau had the VP of sales at the San Diego CVB spend time with us as it related to goal setting. Mike shared that branding Costa Mesa is what the CVB's job is. He stated the Bureau is a flexible group but our goals should be directed towards overnight weekend leisure stays highlighting shopping, arts and dining. He stated the hotels should focus on their own promotional packaging and the Bureau can market those specific packages each hotel has online. Paulette displayed two options in which each hotel could vote on what package they wanted the Bureau to base their summer campaign on. The first option was each hotel could provide their own promotion and the Bureau will drive traffic to the individual hotel site to book. The second option is \$50 Reasons to Stay, which the Bureau did last year. The Bureau would provide the gift cards. Paulette suggests he would be an AX card vs. Visa, as AX doesn't hold 20% of the gift card should the guest want to use it to pay a portion of their hotel bill. Each hotel present voted (Board members only with the exception of the Avenue of the Arts Hotel who had their marketing manager present) and decided unanimously on the \$50 Reasons to Stay as the summer promotion. The hotels that voted for the *50 Reasons to Stay* are:

Marriott	Crowne Plaza
Ayres Hotel and Suites	The Westin SCP
Hilton	Avenue of the Arts Wyndham Hotel
The Best Western Plus	Holiday Inn Express
Residence Inn by Marriott	

\*Not represented was Ramada Inn and Suites

### **60<sup>th</sup> Anniversary/City Update-Dan**

- Dan shared the 60<sup>th</sup> anniversary for the city is June 28-30<sup>th</sup>. There will be a three day street fest with art, music, kid's zone and food fest. Gary from the OC Marathon will handle the food fest in which there will be 40 restaurants at the celebration. There will also be bands such as Berlin, The Foo Fighters, Wanda Jackson and others for this three-day event. The site for information is [costamesais60.com](http://costamesais60.com). There is a charge of \$25 per day for the concerts event. Media includes Time Warner, Bus Shelters around the city, LA Times, radio and 30 million impressions for three weeks. Looks into Ticketfly.com on 6/4 to purchase tickets.

### **Segerstrom-Terry**

- Shared how Segerstrom consists of two main buildings, which are Renee and Henry Concert Hall and Segerstrom Hall. Within those buildings are smaller venues such as Samueli Theater, Founder's Hall, and the Arts Plaza. The Plaza will be undergoing upgrades which will include a bistro, stage, lighting in 2014. Orange County Performing Arts is moving to the Segerstrom Campus in the year's to come.

Meeting adjourned 2:25 p.m.

