



## **Costa Mesa Conference & Visitor Bureau Board Meeting Minutes**

**December 5<sup>th</sup>, 2013 at noon**

**The Capital Grille- Plaza Room**

**3333 Bristol Street, Costa Mesa**

**Attendees:** Rob Gauthier (GM of Hilton), Charles Haber (Secretary and GM of Crowne Plaza), Sue Cooke (Treasurer and GM of Residence Inn by Marriott), Mike Hall (Chairman of the Board and GM of The Westin South Coast Plaza), Naj Ekhals (GM of Best Western Plus), Susan O'Brien Moore (VP and GM of Ayres Hotel and Suites), Peter Papagelis (GM of Mastro's Steakhouse), Stephanie Escamilla (GM Holiday Inn Express), Werner Escher (Executive Director of Domestic and International Markets), Lisa Janulewicz (Operations Manager, CVB) and Paulette Lombardi-Fries (President, CVB), Kim Glen (Marketing Manager, CVB), Nathan Wheadon (Marketing Coordinator, CVB), Ray Bustamante (Director of Sales, Avenue of the Arts, Wyndham), Brenda Hanfling (Director of Sales, Ayres Hotel and Suites), Valter Elicker (Director of Sales, Holiday Inn Express), Marchyndia Potter (Property Coordinator, Residence Inn by Marriott), Lori Puddester (Director of Sales & Marketing, Crowne Plaza)

**Absent:** Kandee Anderson (GM of Marriott), Paul Sanford (GM Avenue of the Arts, Wyndham), Tom Hatch (CEO for City of Costa Mesa), Terry Dwyer (President, Segerstrom Center for the Art), Gary Monahan (Councilmember, city of Costa Mesa), and Chris Ramirez (GM of Ramada).

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

### **October 2013 Board Meeting Minutes**

- Motion to approve made by Rob and Susan.

### **Financial Reports- Paulette and Lisa**

- Review of Sept. & Oct. financial reports as well as year to date reports handed out. Motion to approve made by Sue & Susan.
- Paulette shared the Hyperdisk court case outcome. After 9 days in court and 4 hours of deliberation, the jury outcome was 9 to 3 not in favor of the Bureau. Paulette encouraged board members to look into the recorded testimony of Hyperdisk.
- Lisa reviewed the marketing fund handout provided and stated the available balances are as of 11.30.13 and do not include pending invoices submitted by some hotels in the past five days including Crowne Plaza, Ayres, and Hilton.

### **Marketing Update – Paulette, Lisa, and Kim**

- Paulette shared the OCVA China Initiative. Kim and Paulette made 25 appointment calls to high level executives at tour and travel groups on our trip to Beijing and Shanghai in October with OCVA. 44 attendees from local media attended our press conferences in both cities. Contact information provided in handouts. In Beijing we have a new sales manager Lily Zhu who will focus on selling OC as our current sales manager Cherrie Yang does for us in Shanghai. On Nov. 8 and 9<sup>th</sup> the Bureau hosted a FAM trip with 30 executives (GM's, CEO's, VP's) attending from CITS, CYTS, American International services from the cities of Hangzhou, Suzho, Wenzhou and Nanjiing. On Dec. 15<sup>th</sup> for one night we will have our second FAM trip with visits from CYTS, C Trip, China International Travel Service in addition to National Geographic senior editor, World Traveler Magazine, Lotour.com, HaiAn Airlines, Brand USA and others. We will host 20 people. Charles stated that the Chinese really want to come to San Francisco and New York and that this most recent FAM trip is connected with an airline that flies into Seattle not here. Paulette explained that they are partnering with American Airlines to get them to fly into LA and that from her recent trip to China the most desired travel spots are New York and LA.
- Paulette discussed OC Marathon shuttle transportation and asked if the hotels want to arrange the shuttles for their own hotels or have the Bureau do it again. Mike, Rob, and Susan all wanted the Bureau to handle it again and no one opposed. Paulette shared that Newport Beach will also be offering shuttle back to the hotels. Mike wants the Bureau to do an RFP and hire a new shuttle company.
- Lisa shared the room night production for 50 Reasons was 1,286 room nights as of October. A few hotels still need to report in their November numbers.
- Kim gave a marketing presentation (see attached)
- Paulette shared that she and Tom Hatch met with Jesse Sapolu retired center (retired in 1997, lives in Costa Mesa, 4x Super Bowl winner, current offensive line coach at Edison HS in HB) and offensive guard with the San Francisco 49ers in November to talk about a high school linemen's tournament taking place on May 2<sup>nd</sup> and 3<sup>rd</sup>. Philip Hetu is Jesse's Dir. of Foundation Management and will share a brief presentation of their program and their need for sponsorship from the Bureau. Philip Hetu with Sapolu Youth Foundation and Jesse Sapolu gave a sponsorship presentation for an upcoming Linemen Tournament they want to bring to Costa Mesa in May of 2014. (See attached for presentation). Motions to approve \$10k sponsorship for this group were made by Mike & Rob, no one opposed.

***Meeting adjourned 1:45pm***