



Costa Mesa Conference & Visitor Bureau Board Meeting Agenda
February 13th, 2014 at noon
Avenue of the Arts Wyndham Hotel- Irving Berlin/George Gershwin Room
3350 Avenue of the Arts, Costa Mesa

Attendees: Charles Haber (Secretary and GM of Crowne Plaza), Kandee Anderson (GM of Marriott), 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), Stephanie Escamilla (GM Holiday Inn Express), Tom Hatch (CEO for City of Costa Mesa), Werner Escher (Executive Director of Domestic and International Markets), Lisa Janulewicz (Operations Manager, CVB) and Paulette Lombardi-Fries (President, CVB), Linda Ta (Marketing Manager, CVB)

Absent: Rob Gauthier (GM of Hilton), Paul Sanford (GM Avenue of the Arts, Wyndham), Peter Papagelis (GM of Mastro's Steakhouse) Terry Dwyer (President, Segerstrom Center for the Art), Gary Monahan (Councilmember, city of Costa Mesa), and Ross Stibor (GM of Ramada).

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

December 2013 Board Meeting Minutes

- Paulette shared that on Jan. 9th an email was sent to the Board with the minutes from our Dec. Board. Another copy was also handed out at the meeting. Motion to approve made by Charles and Susan

New Board Member

- Ross Stibor is the new GM at the Ramada. Chris Ramirez has moved on. Motion made to approve Ross as new board member by Mike, Susan, & Kandee.

Financial Reports

- Review of Nov. & Dec. financial reports as well as year to date reports handed out. Motion to approve made by Charles & Kandee.
- Lisa provided a Hotel marketing fund handout with balances as of Jan. 31. Lisa also shared that the audit for last fiscal year was completed and everything came out clean with no surprises. Emailed copies of the audited financial statements were sent to Mike & Sue, Lisa offered hard copies for anyone interested during the meeting. Susan asked for a copy and Lisa provided it to her.

OCVA May 7th Conference-Anaheim Hilton

- Paulette shared details about speakers for the upcoming OCVA conference and asked who would like to attend. She also stated she would send an invitation to Tom's assistance to pass along to the council members should they like a seat at our table. Susan, Charles & Mike all stated they would attend this conference.

Annual Board Meeting Date

- Paulette proposed April 3rd as the annual Board meeting date. It's already on everyone's calendar as a standard board meeting but we would be extending the meeting and have it begin at 9:30am-2pm. No one opposed this idea. Lisa will send an updated calendar reminder with the location and extended time for this annual meeting.

Marketing Update

- Paulette shared an update on the OCVA China Initiative. Wechat initiative with OCVA-pioneer cities to participate. Wechat has 550 million users. It's the only China developed APP listed on the world's top 5 most popular mobile apps. Paulette is reviewing the contract and how this will operate, as a vendor will be assigned to run this on our behalf. Proposed areas of focus/drill down tabs may be destination information, recommended activity, life style, hotel, news, and education. The OCVA website will go live in March. Kandee asked what that site is called; Paulette will verify and follow up with Kandee.

Marketing Update (continued)

- Paulette shared that the OC Marathon site is up to date with shuttle information for our Costa Mesa guests who book under your preferred room blocks for the race. Please take a look at ocmarathon.com and share with your staff how the shuttle transportation will work this year. The guest will need to take the online shuttle survey to secure their seats for the race. There is a SurveyMonkey link on the OC Marathon site in which the guest needs to complete. The Bureau will provide:
 - Two seats per booked room to ride the shuttle to the start line and from the finish line
 - 10% extra wristbands will be given for you to use at your discretion
 - Bureau will communicate with your property as to which guests/confirmation numbers took the survey compared to the room block you have. We will ensure an email will go out to those who have NOT filled out the survey.
 - Bureau will ask each hotel for a contact name and email once we get closer to the race to pick up the welcome letter, shuttle schedule, and wristbands. The Bureau will also need a name/email to communicate the rooming list.

Shuttle RFP was sent out to three vendors Luxe Bus, PPS and Best. Lisa and I met with PPS this week to review their proposal. We have selected them as our vendor for shuttle transportation for our 10 hotels for the guests staying for the marathon. Mike shared that there have been steps PPS will take to ensure success this year. Paulette shared that last year's transportation vendor prepared detailed instructions/directions however used a 3rd party and the drivers did not speak English and could not read what was prepared for them. Kandee asked if we could train the transportation company's staff. Mike shared that PPS is already setting up a meeting with the City, CMPD, Gary, and the Bureau team to have a pre event-planning meeting. Susan asked who at the city would be our contact, Paulette shared that we did not have that name at this time but that meeting was in the process of being set up. Naj asked about guests not booking through OC Marathon. Paulette shared each guest that books within the OC Marathon block must take the survey by April 24th to secure them a seat.

- Paulette sent out the RFP yesterday to all sales leaders for the May Super Linemen Tournament. The RFP is due on Feb. 21st.
- Lisa gave an update for the 50 Reasons. So far since the package launched we have gotten 2,485 room nights with the most room nights being obtained in the month of December with 512 room nights that month. The room night production numbers are sent out to all GMs monthly. Paulette asked how many hotels are anticipating offering *50 Reasons to Stay* before and after Easter so we can determine what type of push we should do for this package. Kandee asked Paulette to email the GMs this question so she can look at their needs for the specific dates.
- Linda & Paulette gave a marketing presentation (see attached)
 - Questions asked after presentation: Susan asked how much we would be spending on the Canada co-op project. Paulette stated she would email Susan the exact number, which is \$28k. Kandee asked if we could add social media efforts to support the Canada campaign. Paulette shared that we will discuss some of this on social media however our data shows that our followers aren't in Canada. Tom asked for a digital copy of the spread in Food & Travel Mexico magazine to be sent to him via email so he can share that with the city.

City Updates

- Tom shared that the city is down to 470 positions from 611 and that this is a permanent reduction while still meeting the needs of the city. As the economy is rebounding the city is using funds for improving infrastructure. With new motel ordinances in place there has been a full time position dedicated to accountability in this area. Having a sister city in China is still being explored. The city has released a new mobile app for residents. The recent audit recommendations include that a formal contract be put in place for the \$164k the CVB has given to the city. This contract will now be part of the Bureau renewal process. Kandee asked about the 60th findings. Tom shared that the investigation was extensive and there were no findings of fraud. All documents were provided to the public, and they are taking active steps to improve procedures including a new purchasing position that has been added.

Additional Comments

- Werner shared that SCP was selected for a group of Amway China guests coming on May 22nd for 7-8 days. They are expecting 6,000 guests. Many of them will be staying in Anaheim and other parts of Orange County. SCP will be arranging transportation of these guests.

Meeting adjourned at 1:55pm