



Costa Mesa Conference & Visitor Bureau ANNUAL Board Meeting Minutes

April 3, 2014 at 9:30am

Costa Mesa City Hall, 77 Fair Drive

Conference Room 1A-first floor, Costa Mesa

Attendees: Charles Haber (Secretary and GM of Crowne Plaza), Rob Gauthier (GM of Hilton), 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), Tom Hatch (CEO for City of Costa Mesa), Werner Escher (Executive Director of Domestic and International Markets), Lisa Janulewicz (Operations Manager, CVB), Paulette Lombardi-Fries (President, CVB), Linda Ta (Marketing Manager, CVB), Nathan Wheadon (Marketing Coordinator, CVB)

Absent: Kandee Anderson (GM of Marriott), Stephanie Escamilla (GM Holiday Inn Express), 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

February Board Meeting Minutes

- Paulette shared that on Feb. 21st an email was sent to the Board with the minutes from our Feb. Board meeting. Another copy was also handed out at the meeting. Motion to approve made by Mike, Sue & Rob seconded.

Board Renewal

- Mike shared that he has been chairman for three years and it was time for a new chairman although he would still sit on the board and be an executive committee member. He stated that Susan and possibly others might be interested and wanted to open it up to all board members. Sue stated that she would love to see Susan take on the role as chairperson. Charles made motions to nominate Susan as new chairperson for the board, Mike as VP, Sue as treasurer and himself to stay secretary. All agreed with Charles nominations with no one opposed.

Financial Reports

- Review of Jan. & Feb. financial reports as well as year to date reports handed out. Motions to approve made by Mike & Charles.
- Lisa provided a Hotel marketing fund handout with balances as of April 1st.

OCVA May 7th Conference – Anaheim Hilton

- Paulette will follow up with exact start time of the conference and asked anyone interested in attending to let her know.

Presentation by Roger Pakalapatty with Intact Solutions

- Roger presented current fiscal year successes and next year ideas.

Presentation by Paulette regarding international marketing initiatives

Presentation by Nathan regarding social media successes

Presentation by Al Merchen with Myriad Marketing

- Al presented current fiscal year successes and next year ideas.

City Updates

- Tom shared that the Mayor's Celebration – Art of Leadership event is May 8th at the Samueli Theater from 5:40pm-9:30pm. An email will be sent out and tickets are \$125 per person. Tom also stated that the city's revenues are up 5% and they plan on putting more money towards capital projects. The city council election is coming up in November and there will be two open seats.

Additional Comments

- Paulette shared that she will go before council for renewal and turn in our annual report. She discussed the interest of the BLVD hotel possibly wanting to join the Bureau and stated that she discussed their interest in joining with Tom and that she is waiting to hear back from them regarding the specifics of that process. Tom stated that it has been a very long time since a new hotel joined and that he is looking into that process. He knows letters are sent out to all hotels & motels to notify them and that he looks forward to working with Paulette on the process. Tom also stated that the city does now have an inspection process in place for all hotels & motels since the new ordinance. Naj stated he would want part of the criteria to join the CVB to be a minimum 3 star rating with interior doors. Mike understood Naj's point however wants to be careful with the criteria as hotels such as the Surf & Sand that is a 4 star property but has exterior doors. Paulette stated she would look into AAA ratings and get with the city on this further.

- Mike asked about increasing the hotel marketing funds to \$200 per room night. Paulette stated that we have started work on the next fiscal year budget and have budgeted \$150 per room and a 2.5% increase to BIA revenue. More discussion around the marketing funds will be had at the next meeting.
- Susan mentioned that she attended a meeting held regarding Katrina Foley's campaign platform on tourism at the Crowne Plaza and asked Tom what city council wants to do regarding tourism. Tom stated he has not discussed Katrina's platform with her but there has been some discussion with council regarding a city store to sell Costa Mesa merchandise. Paulette, Charles & Lisa also attended Katrina's meeting.
- Werner shared that CITS will be hosting many Chinese guests staying in Anaheim and other parts of Orange County in May for 7-8 days. He mentioned that 70 of SCP's stores accept the China Union pay card and that stores that don't yet accept it can have the guest go to concierge for assistance.

Meeting adjourned at 1:20pm