



## **Costa Mesa Conference & Visitor Bureau Emergency Board Meeting Minutes August 5<sup>th</sup> via Conference Call at 11 am**

**On line through:** WebEx Audio Only Call

Dial 1-866-432-9903

Meeting Number/Access Code: 300 758 397 #

WHEN IT ASKS FOR ATTENDEE ID, JUST HIT #

**Attendees on call:** Rob Gauthier (GM of Hilton), Kandee Anderson (GM of Marriott), Charles Haber (Secretary and GM of Crowne Plaza), Mike Hall (Chairman of the Board and GM of The Westin South Coast Plaza), Stephanie Escamilla (GM Holiday Inn Express), Susan O'Brien Moore (VP and GM of Ayres Hotel and Suites), Paul Sanford (GM Avenue of the Arts, Wyndham), Chris Ramirez (GM of Ramada), Dan Joyce (Public Affairs Manager for City of Costa Mesa), Lisa Janulewicz (Operations Manager, CVB) and Paulette Lombardi-Fries (President, CVB).

\*Al Israel (attorney for the Bureau) addressed the Board during the first 15 minutes of this meeting. The minutes for this closed agenda item will be kept separate and confidential from the other items until the Bureau's court case is settled.

**Absent:** Sue Cooke (Treasurer and GM of Residence Inn by Marriott), Naj Ekhals (GM of Best Western Plus), and Gary Monahan (Councilmember, city of Costa Mesa).

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

**Paulette stated that the August 1<sup>st</sup> Board meeting was cancelled due to lack of a quorum. This conference call was needed for the Bureau to execute the following in a timely manner:**

**-Al Israel, attorney for Bureau-minutes will be separate from this until case is settled. Board will make a motion to approve those minutes at the next CMCVB meeting.**

- **City of Costa Mesa request for a portion of the existing funds given to the city by the Bureau to be allocated towards the 60<sup>th</sup> anniversary invoices-Dan Joyce**

The city's 60<sup>th</sup> was a big success. However, revenues fell short with the bands/ticket sales. The city needs the Bureau's city funds to offset the shortfall and reorganize for next year. Lisa asked for clarification if the city would like the Bureau to pay the invoices submitted in one lump sum or spread out payment over the next few months. The city receives about \$13k per month per the Bureau's budget. Dan said he would like the funds to be paid upfront. Mike suggested the Bureau pay for the invoices upfront and not spread them over the next few months and pay the invoices the month that the service was rendered. Paulette stated the anniversary celebration happened in June and the fiscal year has ended. Motion to approve utilizing the city's Bureau funds to offset the shortfall for the 60<sup>th</sup> anniversary made by Paul, Rob, Kandee, Stephanie, Charles, Susan and Chris. No one opposed the request.

- **China Initiative-Paulette**

Paulette stated the OCVA has organized a trip to China this upcoming October. Unfortunately, the trip was planned in July after the Bureau's budget was approved. Paulette stated she would like to attend this well organized trip, which includes sales calls and press conferences (itinerary was emailed on July 27<sup>th</sup> with August 1<sup>st</sup>'s agenda). Newport Beach, Anaheim, Ed Fuller, the president and CEO from OCVA will be attending. Paulette would like Kim to also attend in an effort for us to represent Costa Mesa. The Bureau received 5 RFP's from our hotelier's, which include Avenue of the Arts Wyndham Hotel, Ayres Hotel and Suites, Crowne Plaza, The Westin South Coast Plaza. Marriott hotels will send

in pricing for all their OC locations including our Costa Mesa Marriott. The cost is estimated at \$15k for two people to attend. The cost includes press conferences and sales calls. Dan asked if city members are attending. Paulette said she does not believe so. Dan asked for the attachment/trip information to be emailed again to him as someone from the city may want to attend. Motion to approve made by Kandee, Chris, Paul, Mike, Charles, Stephanie, Susan, Rob and Dan. No one opposed the request.

- **The Westin South Coast Plaza marketing funds-Mike**

Mike requested the Bureau pay \$18k in marketing invoices for The Westin as these marketing funds were not spent in the 2012-2013 fiscal year because invoices were not submitted prior to the end of the fiscal year. These were co-op marketing dollars with the branding of the Bureau on them. The \$18k was spent by the hotel in fiscal year 2012-2013 but will be paid in this fiscal year. Motion to approve paying these invoices was made by Susan, Paul, Kandee, Rob, Charles, Stephanie and Chris. No one opposed the request.

Meeting adjourned 11:40 a.m.