



## **Costa Mesa Conference & Visitor Bureau Board Meeting Minutes June 7, 2012 Costa Mesa CVB Office**

**Attendees:** Mike Hall (Chairman of the Board and GM of Westin), Susan O'Brien Moore (VP and GM of Ayres Hotel and Suites), Sue Cooke (Treasurer and GM of Residence Inn by Marriott), Peter Papagelis (GM of Mastro's Steakhouse), Dan Joyce (Public Affairs Manager for City of Costa Mesa), Naj Ekhals (GM of Best Western Plus), Kandee Anderson (GM of Marriott), Phil Campanelli (GM of Hilton), Abdul El-Mekhgiange (GM of Ramada Newport Mesa) and Paulette Lombardi-Fries (President, CVB)

**Absent:** Paul Sanford (GM Wyndham), Shetal Patel (GM Holiday Inn Express), Werner Escher (Executive Director of Domestic and International Markets), Eric Grimm (GM The Hotel Hanford), Peter Naghavi (Director of Economic Development), and Terry Dwyer (President Segerstrom Center for the Art)

### **Recap of City Council Meeting on June 5<sup>th</sup>**

- Paulette shared city council has voted to approve the continued BIA/CVB for the upcoming fiscal year. Comments were made from Council Member Leece to promote other retail shopping locations such as The Lab and The Camp, 17<sup>th</sup> street boutiques, OC Mart etc... Paulette shared our website captures all of the above mentioned and we will continue to market the city as a shopping destination. One Newport Beach gentleman submitted a letter to council about how the BIA is running. Paulette shared the letter with Civitas and will have the city attorney and ours get together to address the letter submitted as well as review the Brown Act. Civitas shared that our minutes do NOT have to be posted where the city believes they need to be. Dan shared all comments were very good from council. Paulette will be invited to a council meeting in July to further share upcoming plans. She will also attend a MAC meeting next week to share with city associates what the Bureau does.

### **Audit for Fiscal Year 2010/2011**

- Completed and copies were sent to Sue and Mike. Paulette also has copies of it in the annual report which will be emailed to all Board members. If anyone would like a hard copy of the audit, notify Paulette. Paulette also shared the audit for 2011/2012 will be in August. Paulette will have this report in advance of the May annual review.

### **April 2012 Review of Meeting Minutes**

- Motion made to approve April 2012 meeting minutes by Sue, and Mike

### **Financial Report**

- Review fiscal YTD financials-spreadsheet handed out for March and April  
Motion to approve financials for March and April 2012 made by Susan, Sue and Mike

### **By-Laws Update (By-Laws sent via email on 6/6/2012)- Paulette**

- Paulette reviewed By-Laws and proposed change, which is noted on page 2 addressing city representation. Other changes included title updates, as there is no longer an executive director and all directors on the board had to be general managers representing the hotels. Also verbiage remained intact with a director that could be removed without cause.
- Motion to approve made by Kandee and Phil with no one opposing. By-Laws will be sent to Dan Joyce for the city council to approve.

### **Review of FT marketing job description (part of hand out)-Paulette**

- Kandee addressed the Board stating Paulette had a meeting with her to review the job description. She also stated if this position is added it would give us more proactive leverage for Kim to visit the hotels to see what she could assist with in supporting the hotels on their needs. Paulette stated Kim's role would be more strategic and she would be working with Myriad (our new marketing agency) as

well as city partners. Paulette suggested pay at \$40,000 plus benefits, which in total would be approximately \$55,000, added cost to the budget.

- Motion to approve made by Sue, Kandee and Phil with no one opposing the new full time marketing position.

#### **Restaurant Week August 17-24-Paulette**

- Explanation of event reviewed. 28 restaurants participated last year. This year's goal is to have 40 restaurants participate. Last year's kick off party was at Charlie Palmer where he picked up the cost of the event and the Bureau gave \$2,500 to assist with some of the cost. This year, the Bureau will be picking up the cost of the kick off party unless cash sponsorships are received. After the motion to approve location and spending, Paulette will send out the sponsorship letters to the Board.
- Kick off party will be on the 16<sup>th</sup> of August. 3 RFP's presented for locations: Mastro's Steakhouse/Noguchi Gardens, SCFTA/Patina Catering and SCP/Bridge of Gardens with Quattro Café.
- Susan expressed the culinary team tried to get restaurants to participate in a "taste of P" kick off event but there was no interest within the community as many restaurants felt it was too labor intensive and cost prohibitive.
- Dan shared there will be two new upscale restaurants moving into Triangle Square in 2013 (steakhouse and one Mexican)
- Motion to approve kick off location and funds with Mastro's Steakhouse RFP made as well as approval for \$25k to be spent in marketing for restaurant week was made by Sue, Kandee, Dan, Naj, Susan, Abdul, and Phil.
- Mike is working with wine vendors and will have an offer of one case of wine at lowest cost will be matched with a complimentary case. Mike also worked with American Express Travel to have a vacation package donated in an effort to raise money for the Costa Mesa Soup Kitchen. Paulette will follow up with AMEX with the sponsorship letter.
- Voting members approving Mastro's Steakhouse/Noguchi Gardens as the location for the kick off event on August 16th. Peter shared the Irvine Company has been working with him as they are excited to host the event at their location. Peter stated the RFP presented will be \$2k less in cost as parking and tax will be taken out, as the Bureau is a nonprofit. However, this RFP does NOT include entertainment and this cost savings can be applied to that.

#### **Pacific Symphony Sponsorship-Paulette**

- Each Board member received a commitment document from Pacific Symphony, which was created by VP of Marketing and PR, Beth Brooks. Sponsorship package was for \$15K. Board would like to see the Bureau purchase tickets for the November/December (Wicked Divas and Christmas with Amy Grant) timeframe for \$5k and distribute to the hotel top clients/guests in an effort to support the symphony in this manner. Paulette will research ticket prices and share findings with the Board. Dan shared this can be a great PR opportunity for us especially if we donate tickets within the community.

#### **Marketing Update- Paulette**

- **New Package Promotion**  
Visa promotion package will be launched very soon, Paulette has already received gift cards. CVB is waiting on the VIP value card. As a reminder, no hotel should be posting the package until all gift cards and VIP value cards have been distributed. Paulette will email all properties times in which they can pick up the cards. Susan asked how the accountability is measured. Paulette shared in the same manner as the other hotel packages in which the individual property receiving the items need to sign off and count the number of gift cards they are receiving. Every Board meeting each hotel can share the number of room nights the new package produces. Kandee asked what does the Bureau do with the unused certificates from the previous packages, Paulette answered that Kim uses them for online contests and other marketing opportunities. Naj asked what should be done with the old gift certificate package. Paulette shared each hotel may keep them and distribute to loyal guests. An invoice can be created and those funds will go towards your marketing dollars. Hotel must inform Paulette if you want to do this.
- **Recap OC Marathon May 6, 2012**  
Our hotels were up 228% compared to last year and we generated 642 room nights from this event. 74% of our guests stayed one night. Newport Beach had 400+ room nights. Phil and Kandee mentioned the service from the shuttle provider was excellent. The Bureau spent approximately \$30k for the shuttle.

Christine with OC Marathon was excellent to work with. SurveyMonkey was sent to each guest at each hotel in an effort to gain an understanding of which race our guests would run and if they needed shuttle transportation. Great guest feedback on the CVB's Facebook page and response from the hotels. CVB also had signage on the shuttles with our logo on them.

Areas of opportunity for next year:

- Dan suggested having the OC Marathon place signage at the OC Fair & Event Center a few days before the marathon. Also if the hotels can offer a carb feast the night before to attract runners. Also hotels may want to consider a late check out for guests after the race.
- Have times for all hotels readily available at the CVB tradeshow booth
- Kandee would like to see the hotels on a poster or "flag" type display to add to our booth
- Susan would like to see an operational plan from the police department addressing the street closures so that the shuttles for the race can get guests to the start line effortlessly. She would also like the OC Marathon site to indicate when the cut off date for shuttle.

- **Barrett-Jackson 2012-Paulette**

Show dates are June 22-24<sup>th</sup>. We have our booth up at the show. Last year, BJ had 1,193 room nights within our Costa Mesa hotels. Dan shared ticket sales are up 16-17% thus far. Paulette suggested if hotels have marketing funds available and would like to hire transportation for their guests that they could submit the receipt. CVB would be happy to offer the magnets made for the OC Marathon shuttles for their vans. OC Fair & Event Center has all properties loaded with links for BJ on their site. Paulette reminded all to let the CVB know when they are sold out so other hotels can get room nights pushed their way. Susan is sold out and Paulette will have a "sold out" banner placed on the CVB site and will ask OC Fair & Event Center to do the same. Susan would like to see someone step up and create a great relationship with BJ, as Anaheim may be very interested in this event. Dan shared the OC Fair & Event Center is still working on a three-year contract. Paulette mentioned that Dan & Peter have great relationships with Phil Neri.

Meeting adjourned 2:15 p.m.