



Costa Mesa Conference & Visitor Bureau Board Meeting Minutes September 14, 2011 Costa Mesa CVB Office

Attendees: Mike Hall, Susan O'Brien Moore, Sue Cooke, Bob Spoto, Eric Grimm, Peter Papagelis, Dan Joyce, Werner Escher, Naj Ekhals, and Paulette Lombardi-Fries

Absent: Terry Dwyer, Shetal Patel, Kandee Anderson and Spencer Grobe

July 21st, 2011 Meeting minutes

- Motion made to approve meeting minutes by Paul Sanford and seconded by Mike Hall

Financial Report-Paulette

- Review financial report – July/August
- Review YTD financial
- Motion to approve financials: made by Paul, seconded by Susan O'Brien Moore
- Marketing funds 9 of 10 hotels spent their funds. Paul Sanford suggested a line item for accruals for YTD marketing funds for each hotel. *Please note the far right side of the YTD budget sheet has this number.*

Marketing Update-Paulette

- **Restaurant Week** recap-City did a great video of the chef interviews. OC Films created a video. We are combining the two for a DVD.
- CMTV-Brad and Dane filmed the Bureau's 30-second commercial for Time Werner covering Newport Beach, Huntington Beach, Costa Mesa, Santa Ana, and Westminster. City Council will air the commercial as well.
- Recap from Peter Papagelis- 3,500 reservations during RW. We would like the charity of choice to be in Costa Mesa next year and would like to have it during the same timeframe. \$140,000 over budget (quadrupled their daily budget). Possible locations next year will be the lake by the Wyndham and Marriott, Noguchi Gardens. Looking to do cooking demos and have a live auction. Will start marketing earlier in 2012.
 - Dan Joyce shared that SoCal Collections would like to be a part of Restaurant Week.
- Recap from Paulette-Marketing document passed out for Restaurant Week and Goggle stats for website, letters of thanks sent to sponsors and restaurants for their participation. Would like to see more partners talking about Restaurant Week with their social media efforts. The Bureau spent \$22k marketing this local event.
 - Survey Monkey Results shared for Restaurant Week-As of September 14th, 13 restaurants responded.
 - *100% of them will participate next year
 - *5 out of 9 restaurants saw a 5.1% to 20+ increase in revenue compared to same time last year (4 skipped this question)
 - *7 out of 8 restaurants had 11-250+ more reservations than last year during this same time (5 skipped this question)
- **Barrett-Jackson** recap-We received 1,193 room nights from the BJ OC show in June. Paulette shared the Bureau is attending the BJ show in Las Vegas which is Sept.21-25 with the Gala being on the night of the 21st. Will have giveaway/raffle, which included a \$500 gift certs to South Coast Plaza, overnight accommodations to one of our hotels and a lunch and dinner provided to the winner, which will assist the Bureau in capturing more emails for our database. We had a recap meeting with BJ and asked them to share with the Bureau their contact list of vendors (by April) for the OC show in an effort to get the to stay within our city. BJ promised a write up in their daily info sheet of events to stop by our booth to enter to win our raffle prize. Next year the Bureau will like to do co-ops with BJ for our feeder markets.

- **STAR-DOW** recap-Paulette shared new report the Bureau will be receiving. DOSM's will receive this via email. The report reviews monthly day of week occupancy, average daily rate, revpar, supply and demand. This report compares our year over year changes. Note: there is a supply change in July as we had more Fridays, Saturdays and Sundays than we had weekdays.
- **Packages Family Fun** recap-Currently is one welcome gift bag, certificate of savings that include 20% off local restaurants and Newport Beach Fun Tours and \$25 certificate to South Coast Plaza. All hotels but Ramada and Hotel Hanford are participating. Would like to take out the welcome gift bag and increase the certificate to South Coast Plaza from \$25 to \$30 per reservation. Motion to approve from Paul Sanford and seconded by Susan O'Brien Moore. No one opposed. Paulette will send out new verbiage to all DOSM's by Friday.
- **Fab Fashion** recap-Currently 20% off Spa at Nordstrom and local restaurants, and SCP welcome gift with VIP ACCESS and comp valet parking, and \$100 gift certificate to SCP that the hotels paid for. Motion to change package to have the Bureau pay for the SCP gift card to \$50 was made by Paul Sanford and seconded by Sue Cooke. No one opposed.
 - Naj Ekhals asked who has been the most successful with the programs and Paulette answered the Wyndham. Naj questioned how all hotels were pricing their packages. Paulette shared many of our brands have standard operating procedures where they must follow their pricing guidelines and in many cases must be priced 15-18% over their best available rate. Mike Hall suggested we price them according to each hotel's need and business plan and Paulette could work with the smaller hotels to assist them. Mike Hall has suggested a smaller hotel committee for the west side properties. Paulette shared her communication outreach with those hotels and her involvement with them and would be happy to do more if they show interest.
- **CVB Website** recap-Paulette shared it is still under construction. Each hotel will have their own page. We currently have between 250-300 visits per day. We are using Intact Info Solutions to assist with the 1,000's of URL's the Bureau had with our old site to redirect them to current/active pages.
- **SPONSORSHIPS:OC Marathon 2012**-Guest speaker Gary Kutsher, CEO presented. May 6th 2012 is the OC Marathon. Registration has increased tremendously since moving it from the Spectrum. There has been a 50% growth in hotel reservations since 2010. The Costa Mesa hotels got about 300 room nights from last year's race. Online clicks to the hotel page on the race's site were +30% from 2010. OC Marathon is working with Getzee Event Solutions and has sent out contracts to all hotels and all hotels will have Passkey for hotel pick-ups. Sponsoring hotels for 2012 race are the Hilton and NB Marriott. There are currently 20 charities working with the marathon this year. Shuttle service to and from the hotel is most important in getting room nights to the Costa Mesa hotels. There were 14,000 runners last year. Early registration is +19% to last year. Beach City Challenge races are also marathons and runners will receive a medal if they run in all three races. Surf City Marathon has 21,000 to 22,000 runners. \$10k sponsorship includes eBlast marketing to the OC Marathon's database to 43,000, logo at start line, advertising in any print literature they may do. Dan Joyce motioned for the Bureau to be a \$10k seconded by Mike Hall and Sue Cooke.
- **China Trip** recap-Dan Joyce commented on the Ordos trip he made with Susan O'Brien Moore and Mayor Pro Tem Rigeimer. Dan shared the potential to be a sister city with Ordos. They are suppliers of cashmere in which they would like to bring to South Coast Plaza. Relationships are first in dealing with this culture and business is second. Goals for this Ordos trip are to drive tourism, business investment and potential to introduce Ordos into the Southern CA community by participating in the 2013 Rose Bowl Parade. Officials are looking at a trip to Costa Mesa in early November. Dan will keep us posted.
 - Naj Ekhlas shared his concern that the president of the Bureau should have attended this trip. Mike Hall stated the trip was put together in three weeks and Paulette had restaurant week to operate.
- **Bumper Sticker** program-Dan Joyce showed the Board the new bumper sticker program designed in house to drive community relationships reflecting the various attributes of the city. Audience is HOA's and schools.
- **Miscellaneous**-Werner Escher shared he will be attending a summit in Hawaii and visiting China in October with the state of California. Mike Hall mentioned the tree lighting affair on November 17th at his hotel.

Meeting adjourned at 1:45 pm

MARKETING UPDATES FOR CMRW 2011

- Item #1 on home/dining pages on TravelCostaMesa.com
- Article in the Daily Pilot 7/19
- Article in OC Metro 8/5:
(http://www.ocmetro.com/t-Restaurant_Week_Costa_Mesa08_05_11.aspx)
- OC Weekly blog post "Stick a Fork in it" 7/26
- Full-page ad in OC Metro for August (via Mastro's)
- ¼-page ad in OC Business Journal for August (via Hilton Costa Mesa)
- Print and online placement in OC Register / OCRegister.com:
 - August 19th and 20th – ½ Page Color in Local Zone 3 & 4
 - August 22nd – Fixed Big Box Banner on OCRegister.com Home Page
 - August 18th – 25th: 37,500 Big Box Banners (run of site) on OrangeCounty.com
- OC Weekly print and online advertising:
 - 1/3 upsized to Full Color Junior Page (matched by marketing) in each week's 70,000 copies of the 8/4, 8/11, 8/18 issues of OC Weekly
 - 20,000 web banner impressions on ocweekly.com/restaurants
 - Exclusive Email Blast: Sent to 3,457 double opt-in "café" newsletter subscribers
 - Box ad on Café Newsletter: Sent every Tuesday to 3,457 double opt-in subscribers
 - SMS text message: sent to 1,107 "foodie" recipients promoting restaurant week
 - Street Teamers to one restaurant a day during the week! Snapping photos, interacting with customers, etc. Photos will be posted on ocweekly.com the following day.
 - Using OC Weekly's Social Media sites, marketing will post/tweet/share to 29,536 friends/followers/fans the location of street teamers each night – promoting participating restaurants.
- Paid search marketing on Google - June 24th start date (\$20/day)
- CVB email blast 8/17 to our database (13K) featuring CMRW
- Featured in 2 email blasts by PBS SoCal in August
- Represented CMRW at 7/25 Chamber of Commerce meeting. The Chamber featured CMRW in all July/August email blasts.
- 15 bus shelters around the city displaying CMRW signage:
 - Bristol SS 100ft E/O Santa Ana F/W
 - Red Hill WS 1ft S/O Kalmus F/S
 - Fairview WS 1ft N/O South Coast F/N
 - Sunflower SS 1ft E/O Fairview F/W
 - Sunflower SS 1ft E/O Fuchsia F/E
 - Red Hill ES 1ft S/O Paularino F/S
 - MacArthur SS 100ft E/O Hyland F/W
 - Harbor WS 1ft S/O Scenic #2 F/N
 - Harbor ES 1ft S/O Nutmeg #1 F/S
 - Adams NS 1ft E/O Harbor F/W
 - Harbor WS 1ft S/O Merrimac F/N
 - Fairview ES 1ft N/O Arlington (Mustang)#2 F/S
 - Harbor ES 1ft N/O Wilson #1 F/N
- The city is publicizing CMRW at Concerts in the Park, City Hall and other city-sponsored events.
- Feature on City of Costa Mesa community event section on website
- South Coast Plaza will distribute CMRW cards to all 280 stores and keep at all 4 concierge desks. South Coast Plaza featured CMRW in their Aug 2011 email newsletter blast.

- CMRW represented on a branded Open Table page:
 - 8/11 Email blast from Open Table sent to 350,000 subscribers in LA/OC.
- RW is posted on our Costa Mesa page on Go-California.com & VisitCalifornia.com.
- Event posted on VisittheOC.com (Orange County Tourism Council)
- Facebook page with over 300 followers and using the @travelcostamesa Twitter to publicize the event (over 3,700 followers)
- Ad in Home & Design Consumer Guide magazine.
- KOCI 101.5 FM 5-minute interview on CMRW
- CMRW PSA aired on KOCI 3x/day during CMRW.
- Phone-in interview with Silver Trumpet 8/22 and another restaurant TBD over Restaurant Week.
- Costa Mesa TV Channel 24 at the 8/19 event w/video coverage, footage provided to:
 - Seasons 52 Executive Chef and Partner Tim Kast
 - Charlie Palmer 1 each for Executive Chef Seakyeong Kim & Charlie
 - Silver Trumpet Executive Chef Robert Biebrich
 - Old Vine Café Owner & Chef Mark McDonald
 - Antonello Ristorante Owner Antonio Cagnolo (Quattro, Nello Cucina)
 - One World Promo Griffith McDaniel Vice President and Co Founder
 - Kim Glen CVB (plus all B-roll for the 30 sec. commercial and the finished Commercial, 7-minute spot)
- Orange County Films at 8/19 event produced a spot (on our YouTube channel)
- Restaurant Week posted on the calendar for Great Taste Magazine
- 2 front-page strip ads on 8/19, 8/20 for the Daily Pilot
- Restaurants and community received:
 - 11x 17 posters (100)
 - 3' x 4' foam board posters (30)
 - Post cards for restaurants, SCP and hoteliers (over 5,000)
 - Pop-up signage 8.5 x 11 (30)
- Orange County 5K Fun Run - 1,500 bags filled with 4"x6" postcard of CMRW
- Jazz Fest tables at Hilton hosted 4"x6" cards
- CMRW cards distributed at Flavors of Orange County event 8/21
- CMRW 30-second commercial (ad space purchased with Time Warner) on AMC, Bravo, CNN, Food Network, Fox News, TNT, USA, Comedy Central, VH1 running in Costa Mesa, Newport Beach, Corona Del Mar, Santa Ana, Huntington Beach, Fountain Valley and Westminster area
- 250 postcards delivered at John Wayne Airport 8/16
- Feature on Greer's OC 8/19:

(http://www.greersoc.com/index.php/blogs/daily-dose/costa_mesa_restaurant_week)
- Article in the LA Examiner August 12:

(<http://www.examiner.com/travel-diva-in-los-angeles/costa-mesa-sets-the-table-s-for-first-ever-restaurant-week>)
- OC Register preview article 8/17:

(<http://foodfrenzy.ocregister.com/2011/08/17/top-10-deals-at-costa-mesa-restaurant-week/44601/>)
- Post on Chowhound (<http://chowhound.chow.com/topics/803115>)
- Calendar listings on various OC/event/dining sites: Great Taste, zvents, OC Weekly, Yelp, Wherevent, thisweekinSoCal, 101thingstodoinOC, etc.