

Buena Park Hotel Marketing Association

Annual Board of Directors Meeting Minutes

Friday, December 3, 2021

1:00 PM – 2:30 PM @ Courtyard Marriott Buena Park

1. Call to Order - Chairman

An adjourned regular meeting of the Buena Park Hotel Marketing Association was called to order on Friday, December 3, 2021 at 1:11 PM, at Courtyard Marriott by Chairman of the Board - Don Prescott.

Roll Call

Present: Don Prescott, Camilo Bruce, Javier Solis

Advisor Present: Sara Copping, Visit Buena Park

2. Approval of Minutes – Chairman

Javier made a motion to approve the minutes; Camilo seconded it; approved unanimously

3. Public Comment/City Updates

Sara wanted to bring up some options for Board seats as there are 3 open seats and John Arredondo has not been able to attend the past several meetings leaving the Board in a difficult spot. Sara brought up her joining the board a City seat. Javier wondered if there would be a conflict of interest at times and that she would have to reclude herself from some agenda items and votes. Sara agreed that might be a problem and we can table that for now. Sara also mentioned that if the Board opened the seats up to Director of Sales not just owners and General Managers that there would be 2 possible seats to fill with Amanda and the Hampton Inn and Nikki with the Fairfield. What the Board could do is have the General Manager appoint a Director of Sales in their place in writing. Javier asked if there were any GM's that are interested in joining? Sara said we do have new owners at Radisson and may want to come onboard once they get settled. Sara thinks these are all good options to increase the board seats. Don says he is looking into getting Cherie or Mariah with Knott's on our board to fill a vacant spot and will let us know by the next meeting. Javier asked if we would have to change the bylaws to allow for DOS to sit on the Board? Sara said yes and she would have to bring it back to the next board meeting for official approval. Sara said

we have 7 seats total right now and only 4 filled. Don said he thinks we should keep it GM's and owners only as they have more knowledge of all our activities and programs. Camilo said he is not open to DOS being on the Board. Javier said he thinks we are in a lull and that this is only a temporarily shortage that we should table this discussion for a couple months to see what happens with the news hotels and Knott's Berry Farm seat. Sara said that she heard from Knott's that they don't want to had a board member but Don said he will try his best to find a good fit for the Board. Sara says we will table this discussion and have Javier and/or Camilo reach out to John with the Fairfield to see if he is still interested to be on the Board.

Sara said the City filed taxes on behalf of the Buena Park Hotel Marketing Association. They charged the TMD's debit card \$200 for file.

Sara also paid and renewed insurance for the BPHMA and Board of Directors for 2022.

Javier asked if The Source Hotel is back under construction. Sara said her understanding is that they are back to building and said they will open end of next year. Some of the restaurants have closed there.

4. Pending Lawsuit – Sara Copping

Sara explained that she has hired The Hartnett Group per the Board's direction at the last meeting. She paid a deposit to them of \$7500 and sent over all the paperwork and lawsuit. Sara also stated that she has not been served as of yet but that they have up until 2 weeks before the initial hearing for the case which is set for early February 2022. They law firms agrees that this is a frivolous suit and believes we can get this dismissed quickly. But everyone has been served except Sara so far. Sara believes if this case moves forward that we should files a frivolous suit against West Coast holidays.

5. Executive Director and Marketing Report – Sara Copping

Sara said they are quickly wrapping up the BP Travel Guide and that they should drop early January 2022. The hotels should see the new guides at their hotels by end of January 2022 fulfilled by Certified Rack. They publication is also working on redesigning the 2 maps.

Greenhaus completed their film/photo shoot and the video turned out great but Sara was not entirely excited about the images. She felt like they were repeat images of what they already have in their library. But Sara will get to keep as many images as she likes and use them for online, travel guide and social media usage. Sara feels like we still haven't received the signature

image for BP though. Sara then plays the new “Land of Yes” video for the Board which is rough draft. Sara also lets them know that the sound/coloring and the last transition slide to our logo. Camilo and Javier say they liked it and had no negative feedback.

Sara then displayed the new landing page for VisitBuenaPark.com that matches the new branding and logo. The new updated look will premier in early January 2022.

Sara then pulled up the New Branding Platform Guidelines and Packet from Greenhaus which features the vision, brand pillars, mission statement, tone & characteristics, target markets, logo do’s and don’ts, and color palette.

Sara displayed the digital report for Q3 from DCI. The board could not read the report on the projector and asked that I send them the pdf’s after the meeting.

Sara brought up staffing changes. Sara is proposing that The City hires for Visit Buena Park a PR position instead of a digital marketing specialist. That would mean that the TMD would not have to contract out with DCI PR office anymore saving them \$72K a year. But Sara recommends continuing contracting out the digital marketing with DCI which comes to \$33K a year. That still provides the TMD with a \$39K savings each year. It’s a win-win for VBP and the BPHMA. Sara says this change would occur Q2 of next year. The BPHMA has a contract for PR services thru DCI until June 30, 2022 – the end of their FY Budget. Javier asked if this is the company that charges us a communications fee of \$300 a month? He said that is ridiculous and doesn’t make sense. Sara agreed and said by removing the PR contract that would disappear. Sara said that Brianna who handles our current digital spend is moving to a contract position with DCI. She believes that we can potentially go around DCI and contract with Brianna directly but will look into it. Sara recommends renewing with DCI Digital contract from Jan 2022 – June 30, 2022.

Camilo made a motion to approve renewing the digital marketing contract with DCI; Javier seconded it; approved unanimously

6. Present and discuss Finance/Budget Review YTD – Treasurer, Javier Solis
Javier passed out the Financial reports YTD. Expenses YTD are \$298,000 and \$23,000 in Union Bank. Revenue YTD is \$371,300 plus \$780,000 carryover totaling total revenue to \$1.15M. We are in a good spot still. Javier asked if we will be close to spending all our revenue this year? Sara said she thinks

we will be pretty close to using all the budget this year. He said good that he doesn't want anyone from the City questioning why we are not utilizing all the funds. Sara said that they have applauded the Board for being cautious and careful during the pandemic. Javier asked if we could get a report every 6 months to see where we are at year-over-year. Keep in mind we have another \$50K that is still owed to Greenhaus. Javier asked Sara why we are coming up with excess each month? Sara said she would need to look into it. Don asked if we can have an expenditure breakdown? Sara said that she sends that to Javier each month. Javier would like a P&L to show all of our expenses to date with bottom line and year to year comparisons. The City does a P&L each year but not on a monthly basis. Sara will ask if accounting can do a P&L report on a quarterly basis. 7

7. Public comment on matters not on the agenda

8. Set Meeting Schedule – Chairman

Next meeting will be sometime in February

9. Agenda Items for Future Meetings – Board Members

10. Adjourn

The board meeting ended at 1:58pm.