

# Buena Park Hotel Marketing Association

## Board of Directors Meeting Minutes

Tuesday, June 4<sup>th</sup>, 2024

11:15 AM – 1:00 PM @ Knott's Hotel

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### 1. Call to Order - Chairman

An adjourned regular meeting of the Buena Park Hotel Marketing Association was called to order on Tuesday, June 4th, 2024 at 11:11 AM at Knott's Hotel by Chairman of the Board - Don Prescott.

#### Roll Call

Present: Don Prescott, Mariah Fritzges, Amanda Gould, Barbara Smith, and Roxanna Aceves.

Advisor Present: Sara Copping, Karina Diez, Michelle Munoz - Visit Buena Park

### 2. Approval of Minutes – Chairman

***Mariah made a motion to approve the minutes; Don seconded it; approved unanimously.***

### 3. Review and Approve Updated Bylaws – Chairman

The Board opened the discussion about changing the bylaws to open board seats up to Director of Sales, replacing the previous language that restricted eligibility to Hotel General Managers and Owners. The bylaws were passed out and the highlighted changes were in yellow, specifically noting the update in Section 4 of Article V: *"The eligible representative or business shall be the property owner, general manager, or appointed hotel representative."* Don stated the board's growth and that they are more established allows for the opportunity to include the sales department. It was also proposed to remove the term limits stated in the bylaws Article VII under officers. Sara suggested eliminating them since members usually don't plan their terms in advance and the current number of seats is sufficient. She mentioned that the board could add more seats if needed, making term limits unnecessary.

***Don moved to amend the bylaws wording to open board seats up to Director of Sales and to remove board term limits, Mariah seconded it, and the motion passed unanimously***

#### 4. **Vote in New Board Members – Board Members**

***Don makes motion to add Amanda Gould with Hampton Inn and Suites, Barbara Smith with DoubleTree by Hilton, and Roxanna Aceves with Hilton Administration onto the Board. Mariah seconds the motion, passes unanimously***

Sara noted the absence of a treasurer on the board, highlighting Javier's previous role. She outlined the responsibilities, including approving all invoices and providing financial updates during board meetings, including year-to-date financials. Sara estimated that the workload involves reviewing and signing two to three invoices weekly, which are then sent back electronically. She clarified that she handles all financial tasks but requires the treasurer to review, sign, and present the documents during meetings. Additionally, Sara mentioned that the treasurer would have access to the tourism marketing district's checking account via a credit card.

Sara asked Barbara if she would consider assuming the role of treasurer, but Barbara declined for the time being. Sara emphasized the necessity of having a treasurer and proposed possibly amending the bylaws to designate the chairman, Don, as the temporary signatory until a treasurer is appointed. Don agreed to this arrangement until a treasurer is selected. Sara then inquired if Roxanna was interested in taking on the position or preferred to wait. Roxanna opted to wait.

Sara suggested postponing the appointment until a few more board meetings and, in the meantime, having Don approve invoices temporarily.

#### 5. **Public Comment**

No public comment(s) were made.

#### 6. **City Update – Karina Diez, Marketing Specialist, Visit Buena Park**

Karina shared the latest status of development initiatives, including:

- 8028 Beach Blvd (The Cauldron Spirits & Brews) has expanded with a French Quarter-themed Gothic conservatory, inspired by New Orleans' historic district. Open for dining and private events for up to 150 guests.
- 7860 Beach Boulevard (Hilton Home-2-Suites) City Council approved a Development Agreement for a 6-story, 140-room hotel on this city-owned property. Developer KB Acquisitions, LLC plans to submit construction plans this summer and aims for a groundbreaking by year-end. Construction is projected to last 12-16 months.
- 7711-7733 Beach Boulevard (Surf Park and Hotel) The surf park developer has partnered with a hotel developer and is finalizing the wave-pool design for the environmental review process. Design completion is anticipated by early 2025, followed by construction starting in mid-2025. Don inquired about the outline change? Sara believes it involves a name change and finding a hotel partner. Initially, they considered Paséa Hotel, but that may have changed. Mariah inquired about the expected opening date; Sara mentioned the goal of opening before the 2028 Summer Olympics but expressed uncertainty about achieving that timeline.

- 6979 Brenner Avenue (Hilton at The Source OC), slated for an opening in early summer, is now accepting reservations starting from May 31st and beyond. Roxanne updated that the modified date is June 25th. They have received their certificate of occupancy and passed all inspections, and they are now ready to host overnight guests. Sara inquired about the first guest stay, to which Roxanne confirmed it's scheduled for the 18th.
- 7675 Crescent Ave (Knott's Hotel Renovation) Knott's Hotel has wrapped up its multi-million-dollar renovation and has hosted its official opening showcase on April 12th for key media and travel trade representatives to experience its newly enhanced facilities and amenities.
- Karina presents the Courtyard Marriott Video created by the Visit Buena Park team. Sara explains the video production process, mentioning that they cover expenses for copyrighted music, editing, production, videography, and drone footage. They request assistance by providing staff, family, and friends to act as extras, with the added benefit of Knott's tickets offered as compensation. Sara inquired with Don about the start date for their video shoot. Don mentioned minor renovation details still pending, suggesting the video might not commence until September. Sara updated on the progress of the DoubleTree shoot, mentioning they're now only requiring people shots. She assured Barbara of a follow-up email with suitable dates. Sara mentioned plans for Hilton's video shoot with Hampton's to follow after.
- 8039 Beach Blvd (Camp Snoopy at Knott's Berry Farm) set to open Memorial Day weekend. The expansion will offer new rides, character experiences, entertainment, dining, shopping, and additional seating. Mariah informs the board that plans to announce the opening date of June 28th are in progress. Some rides will be operational in the next few weeks, but the official announcement won't occur until the end of the month.
- 5491 Beach Blvd (X-Fish Izakaya) has opened in the former Sapporo Sushi location, offering a taste of Japan with small bites, sashimi, sushi, yakitori, and ramen.
- 7861 Beach Blvd (McDonald's) The McDonald's near Knott's Berry Farm underwent a complete reconstruction, unveiling a modern architectural style, a dual-lane drive-through, and a forthcoming 65-foot monument sign on May 29th.
- 7911 Orangethorpe Avenue: The City received plans for a new 4-story office building on a vacant lot at the corner of Orangethorpe and Brenner Avenues. Tenant details for the 10,000 square foot space are pending, but expected to cater to medical or professional offices.
- 8308 On The Mall (17th Door Haunted Maze and Escape Room): Planning Commission granted conditional use permit for new attraction in Buena Park Mall's lower-level. Construction starts July; haunted maze opens by Halloween 2024.
- Citywide Climate Action and Adaptation Plan (CAAP) The City recently appointed Lotus Thai as the Sustainability Manager to head the newly established Office of Sustainability.

Their primary task is to lead the creation of the City's Climate Action and Adaptation Plan. This plan will guide initiatives, programs, and policies aimed at reducing the city's carbon footprint and mitigating the impacts of climate change on residents and businesses.

- Sara updated on the protests against the Home2Suites development. Despite a 30-day window to gather 40,000 signatures to stop it, they were unsuccessful. Therefore, Home2Suites will proceed as planned.
- Amanda inquired about the protest's reasoning. Sara explained that it stemmed from advocates pushing for affordable housing. Although the city reopened the possibility, developers found it unfeasible due to zoning constraints and high costs.

#### **7. Public Relations/Media Updates – Karina Diez, Marketing Specialist**

Karina presented press coverage updates since the last board meeting, featuring notable outlets like Stuffed Suitcase, Local Adventurer, Couple in the Kitchen, Coleman Concierge, Family Vacationist, Her Campus, Justin Plus Lauren, OC Register, Dimension Turistica, Locale Magazine, MacaroniKID, MicketVisit, Yahoo! Canada, VacationIdea, and Yahoo! UK.

Coverage included:

- Yahoo! Canada (1.87M UMV) featured Buena Park's Koreatown and The Source as a Korean culture hub.
- Her Campus (1.27M UMV) highlighted Knott's as one of the top U.C theme parks for younger audiences.
- OC Register (3.6M UMV) showcased Mrs. Knott's Chicken Dinner as one of the oldest restaurants in Orange County.

Since the last board meeting, several media visits were completed, boosted by IPW. Highlights include:

- Stuffed Suitcase's couple's guide to Buena Park, reaching 104k followers in mid-March.
- Kali Alexandria's weekend upgrade tips, shared with 104k followers in early April.
- Local Adventurer's couples weekend in mid-April, reaching 275.4k UMV blog visitors.
- Gastronauta's culinary tour of Buena Park for over 100k followers.
- Couple in the Kitchen's visit, promoting Bamboo Wellness spa to their 70k followers.
- Jewels Rhode's girl's trip and content creation, reaching about 20k followers.
- Hungry OC's Koreatown restaurant videos, reaching 463k followers.

Karina referenced the media sheet distributed to all board members for the upcoming fiscal year, highlighting a list of targeted media contacts. This list, aimed at forming partnerships starting July, is divided into international targets, with a focus on Mexico, followed by the USA. Karina emphasized the goal of attracting content creators and journalists from Mexico to cover our destination. Furthermore, several blog posts have been written recently; here are the top performers: Travel Guide to Buena Park Vacation (Spanish and English were top two visited), Unleashing your Inner K-Pop Idol, Discovering Buena Park's Koreatown and Frugal Family-Friendly Memorial Weekend. Karina provided an update on IPW 2024, held in early May at the

Los Angeles Convention Center. She attended over 80 appointments with domestic and international tour operators, plus 20 additional meetings with media representatives. Additionally, a welcome reception, co-hosted with Travel Santa Ana, was held for around 45 delegates, including both media and tour operators. Visit California attended and was surprised by the large turnout of Mexican media at the reception. Sara noted that due diligence has been delayed due to prioritizing projects with budgets. However, she informed the board that thank-you gifts will be sent out within the next two weeks.

Karina presented the Expedia results, noting the March Buena Park campaign generated over 428,938 impressions, 452 room nights booked, \$690,000 in revenue, and cost a little over \$10,000. In April, Buena Park achieved 430,966 impressions, 592 room nights booked, \$72,400 in revenue, and cost \$9,470. Lastly, the Q1 OC Co-op campaign, running from January to March, garnered 2.7 million impressions, 2,237 room nights booked, \$301,000 in revenue, and cost \$25,000.

Karina highlighted upcoming events for the new fiscal year. Sara will attend the SYTA conference from August 9th to 13th, featuring networking, business appointments, and educational sessions. Additionally, she will attend the CalTravel Summit from September 9th to 11th, which includes guest speakers, breakout sessions, and networking opportunities for travel and tourism professionals.

#### **8. Digital Marketing Update – Brent Curry, DCI**

Brent Curry introduced himself, mentioning his two-year tenure with DCI and his continuous work on the Visit Buena Park account. Brent presented the year-to-date performance review, noting that despite having one month of data remaining, the current figures provide a solid benchmark. He highlighted a 35.3% increase in visits to the 'Stay' page compared to the previous year (181,270 visits from July 2022 to June 2023, versus 245,272 visits from July 2023 to May 2024). This improvement resulted from a strategic shift made last July with Sara, focusing on driving traffic to hotel bookings, which has proven very successful. Brent then noted on the next slide that DCI Ad Impressions generated 13,269,837 impressions at the awareness stage. This number narrowed to 591,178 impressions in the Discovery section, reflected in website page views. Contrary to the previous slide, they also tracked visits to the Play, Plan, and Dine pages, totaling about 34,507 impressions, indicating the dreaming and planning stages. Finally, visits to the Stay page reached 245,272 impressions. Brent explained this is the closest estimate to actual bookings, as they lack visibility on all hotel websites. Brent highlighted the priority of directing traffic to the 'Stay' page, which received 245,272 impressions. He also noted that 15,414 visitors explored other pages, with 11,406 spending over 5 minutes and 7,650 clicking on 5 or more pages, indicating strong interest in Buena Park. Brent emphasized that these additional metrics occur naturally and are not actively optimized. Brent highlighted Sara and her team's effective work in generating organic media and public relations for Buena Park. He noted that while many website sessions originated from Sara's efforts, DCI focused on directing traffic to the 'Stay' page. Throughout the year, there were 277,430 visits to the 'Stay' page, with 89.4% attributed to DCI ads. Brent emphasized that their strategy concentrated on driving traffic specifically to the 'Stay' page. Brent reviewed the ad engagement results, starting with Google Search, where DCI's selected keyword prompts led to a click-through rate of 12.25%, doubling the industry benchmark of 6.50%. Google Display Ads, appearing as website banners, had a rate of 0.51%, aligning with the 0.50% benchmark. However, Sara shut these down midway to reallocate funds

to more effective platforms. The biggest success was with Google Performance Max, which achieved a 6.4% click-through rate, six times the 1% benchmark, leveraging AI to target consumers effectively. YouTube ads also performed well, with a 2.98% rate, far exceeding the 0.65% benchmark, demonstrating strong engagement with visual content. Brent detailed the performance metrics for YouTube, titled 'The Year of YouTube.' Clicks increased by 347% to 273,126 year-over-year. Impressions rose by 165.1% to 9,171,166. Despite spending 25.9% less than last year, the click-through rate improved by 68.3%. Brent attributed this success to Sara's team's excellent video content production and the strategic timing of specific videos for events like Halloween and summer travel. Brent highlighted the Mexico Market campaign, noting a significant increase in organic traffic from Mexico during summer and fall 2023. He mentioned that four of the top five cities for the Buena Park website were in Mexico. This prompted the decision to run YouTube and Google search ads, resulting in a 6.81% click-through rate on YouTube—10 times the industry benchmark of 0.65%. Google search ads also performed well, with a 9.67% click-through rate, compared to the benchmark of 6.50%. Brent credited Sara's team for translating ads and materials, which greatly boosted their success. Following slide, Brent noted that despite high click-through rates, the cost to reach the Mexico audience was significantly lower than targeting domestic audiences. YouTube achieved a cost per click of approximately \$0.03, while Google Search was at \$1.63 per click. Three distinct campaigns targeted Halloween, a significant event in Buena Park. These campaigns across YouTube, Google Search, and Performance Max collectively drove 71,610 visitors to the website. With the overall search volume increased by 12%, the Halloween-specific searches were up to 17%. YouTube achieved a 1.00% click-through rate (benchmark: 0.65%), Google Search performed at 17.21% (benchmark: 6.50%), and Google Performance Max achieved 6.87% (benchmark: 1%). These results underscore the ongoing achievement of attracting overnight stays through targeted keyword strategies. Following slide provides an overview of the various types of Halloween ads that were showcased. Brent highlighted the top regions, noting Mexico's strong engagement but emphasizing that Los Angeles led the list. He pointed out a shift away from long-distance travel, with a notable rise in staycations, particularly resulting with Los Angeles at 47,810 engagements. The team also targeted short-flight markets, achieving notable results in San Jose (19,341), San Francisco (10,047), and Sacramento (9,018). Traditional strong markets like Las Vegas (13,745) and Phoenix (12,680) continued to perform well, with emerging markets in Mexico City (12,092) and Tijuana (9,097). New York stood out as an outlier with 6,772 engagements, indicating interest despite the distance from Buena Park. Brent summarized key observations, noting Buena Park's strong presence in Mexico with an exceptional response to YouTube Ads, achieving a click-through rate nearly 14 times the industry average. He emphasized the shift to tracking 'book now' button clicks for more accurate booking potential, implemented since January 2024. Highlighting the results, nine hotels recorded significant clicks: Knott's Hotel led with 431, followed by Courtyard (386), DoubleTree (277), Hilton (177), Hampton Inn (154), Best Western (108), Motel 6 (82), Buena Park Grand (54), and Best Inn (51). Brent concluded the presentation without questions from the board.

## 9. Executive Director Report – Sara Copping, Executive Director

Sara began the Executive Director presentation by reviewing the 'FY 2024/2025 Tourism Marketing District, Marketing & Sales Strategic Plan'. She highlighted the significant changes in the plan. Sara briefly outlines the roles of the Chairman, Secretary, Treasurer, and Board of Directors, and mentions the roles of the advisors from Visit Buena Park, suggesting the board to

delve deeper into these sections independently. She then proceeded with the vision, mission, and fundamentals. Our vision remains: To be recognized as a fun, affordable destination located minutes away from Southern California's most popular attractions. Our mission is to increase visitor numbers and overnight hotel stays, positively impacting our city's economy. Sara invited the board to propose any necessary changes, but there were no suggestions.

Sara proceeds with the newly added S.W.O.T. Analysis, stressing its significance in identifying and analyzing areas to maintain or manage effectively. Sara inquired about any suggestions or additions needed. Don asked about the submission deadline for the plan. Sara clarified that adjustments can always be made and proceeded to discuss opportunities and threats. Sara informs the board that another purpose of creating the S.W.O.T. analysis is to provide the hotels' board with local-level perspectives for their budgets or reports. She proceeds to discuss the goals and strategy segment, highlighting four key goals. Build awareness of Buena Park's assets and destination by storytelling through digital marketing efforts, video, imagery and content; Drive measureable web traffic through a mix of earned, paid and owned media; Increase hotel bookings by focusing on select drive centric geographic markets, high inbound air flight traffic locations and select market states; and Increase visitor length of stay and spend by focusing on international markets. To accomplish those, Sara notes that their strategy includes; Increase audience exposure to the brand across all touchpoints of the travel planning journey; Develop creative marketing campaigns that drive awareness and bookings; Implement a strategic marketing mix that drives conversions from target demographics; Partner with key stakeholders like Brand USA and Visit California to target international markets and build relationships with travel trade; Create seasonal campaigns that leverage key assets and events; Test and track each marketing initiative to optimize performance; and Adjust campaigns on an ongoing basis to reach key performance metrics at the lowest cost.

Sara presents the updated strategic marketing framework.

- **(Dreaming and Consideration) Inspire and educate** through experiential videos, social media and media content, digital and print advertising and exploring our destination website.
- **(Planning) Simplify the planning phase** with a digital and printed travel guide, informational map, and a PLAN page on the destination website that features transportation options, business listings and trip itinerary articles.
- **(Booking) Convert Travelers with Urgency & Seamless Integrations** through our Expedia Buena Park Landing page, STAY page on our destination website with direct booking links, hotel and attraction packages through aRes, Knott's Ticket Portal and Deals Page featuring hotel and ticket discounts.
- **(Visiting) While in destination travelers can explore** events, restaurants, blog content and attraction deals on our destination website. Rack Cards with QR codes linking to Knott's tickets and destination information are distributed at all Buena Park hotels.
- **(Sharing) Re-purpose user generated content** on our social media platforms, and share coverage from hosted media and travelers.

A brief overview of the Buena Park Media Mix is provided, discussing Earned, Paid, and Owned Media, and their implementation strategies. She then outlines six Leisure Traveler Personas (B2C). The first is the Couponing Family, characterized by multiple kids, mom as the decision-maker, and a preference for deals. Adventure Seekers follow, with a focus on unique trips and activities. Dream Trippers, a mix-generational group, prioritize family bonding and utilize tours and packages. Sara highlights the Military Community as a recent addition, targeting bases across the US. Established Seekers, without kids, focus on immersive travel experiences. Lastly, the newly added Mexico Family Market, aged 30-44, is noted for its preference for hotels and visits to theme parks. Sara highlights that approximately 71% stay in LA/Long Beach, with 14% staying in Anaheim, suggesting significant potential for attracting visitors to their area. Sara invites suggestions for additional markets but receives no response.

The Leisure Traveler Top Domestic Feeder Markets identify red as primary marketing targets and yellow as growth opportunities. California represents the largest share at approximately 72%, with Sara noting breakdowns into Northern, Central, and Southern California traffic.

Sara informs the board of the continuation of three main social media strategies. The first strategy involves targeting audiences authentically by promoting seasonal events, photography, videography, offers, blog posts, contests, and media-generated content. She encourages the board to share any last-minute deals or offers for promotion. Additionally, original content and videos will be created and shared across social media platforms, focusing on five pillars: food, family, friends, couples, and new niche angles. Karina provides examples of niche angles, such as influencer coverage on upgrading trips or showcasing experiences from a child's perspective. Sara mentions initiatives to be inclusive, including hosting families with children on the spectrum. Karina notes the upcoming influencer visit from 'Our Signed World', a couple where one partner is deaf, offering unique content. Sara concludes by highlighting other tactics, such as maintaining brand reputation and engaging in real conversations with users, as well as reposting user-generated content on social media platforms.

Sara introduces Strategy 2, Paid Ads, emphasizing the collaborative effort to create authentic content and effective organic call-to-actions for better performance. She moves on to Strategy 3, expanding social media presence by hiring more staff and contractors, promising to discuss estimated costs later. Sara reveals a social media budget of \$239,500, ensuring detailed financial breakdowns will be provided on an itemized sheet in the printed board packet, showing how each dollar is allocated.

Sara provided an overview of the Digital Marketing segment, commending DCI's presentation for effectively explaining the current digital marketing strategy. Sara began with a focus on strategy one, OTA Advertising, highlighting Expedia's Orange County CO-OP as a particularly effective option. She explained that this cooperative effort allows individual hotel owners, destinations, and attractions to contribute to a campaign, which features a regulated landing page showcasing banners and pay-per-click campaigns to drive traffic. Stressing its status as the top revenue generator, Sara advised the board to consider joining if financially feasible. Moving to strategy two, Sara emphasized the importance of leveraging media cooperative campaigns in partnership with Visit California and Brand USA to access flexible marketing solutions at



competitive rates. Referencing the board's previous directive to pursue available funding opportunities, she underscored the potential for obtaining free funds through these partnerships. Strategy three, involved the hiring of a digital agency, for example- the continuous collaboration with DCI. Sara informed the board of DCI's increase in management fee from \$28.50 to \$32.80, suggesting that this seemed high given the established market. It was recommended to bear this in mind and explore other agency options next year, with Sara proposing to bring in different agencies to present their proposals and fees for consideration. Additionally, Sara proposed the idea of collaborating with MMGY, the digital agency working with the team at Knott's Berry Farm. This collaboration would allow for the exchange and utilization of each other's data, enhancing the efficiency of marketing campaigns. As the new fiscal year approaches, Sara advised staying with DCI for the time being and considering alternative options for the following year.

Sara discussed the ongoing Connected TV & Over-the-Top advertising efforts, highlighting its positive aspects such as its extensive reach and visual appeal. However, she acknowledged the challenge of tracking its effectiveness, though noting that this is gradually changing with advancements in tracking technology. Sara mentioned using two different platforms currently, with Hulu's ad manager allowing for immediate placement and seasonal adjustments, as well as targeting specific demographics such as horror movie enthusiasts during Halloween. While the campaign has been successful in boosting brand awareness over the past year, Sara expressed uncertainty about its direct impact on bookings. Therefore, she stressed the importance of continuing marketing efforts aimed at driving bookings, which is reflected in the \$60,000 budget allocation for this section.

The board was informed of a significant reduction in Print Advertising. Despite this, Sara emphasized the importance of maintaining presence in the Anaheim Travel Guide, which distributes a quarter of a million copies. She also highlighted the Visit California Travel Guide's substantial distribution of half a million copies. Sara emphasized the significance of military publications, citing the example of the Miramar Airshow, which attracts over 800,000 attendees. She noted their inclusion in the program and the tracking of engagement through QR codes. Sara highlighted the Visit California Travel Guide's effective insert, allowing readers to request more information, generating weekly leads. She contrasted this with Anaheim publications, which lack any tracking mechanism.

In the Public Relations segment, Karina outlines the first strategy, which involves partnering with media to create authentic messaging to enhance brand recognition as a destination. She explains sourcing, pitching, and organizing media through Muck Rack, an industry-standard database for journalists and bloggers. She emphasizes the importance of securing perpetuity rights for photos and footage created for the destination. Karina also mentions attending media missions to obtain new leads and hosting at least one fam trip for qualified media within the target personas. Her goal is to secure 27 individual media/influencer visits and at least two broadcast opportunities. The second strategy involves creating original content for the website and social channels. This includes monthly blog posts, translating relevant posts into Spanish for Facebook ads, and developing a social media calendar across all platforms. Karina highlights the importance of short-form video content to increase organic reach. The third strategy focuses on

leveraging public relations opportunities through partner programs. Karina plans to submit monthly PR stories and consumer content to Visit California's topics, ensuring relevance and maximizing placements, particularly through Knott's and Soak City. She also aims to utilize the Visit California Gold Pass and California Now travel stories to boost visibility on Google mobile search. Furthermore, Karina intends to explore opportunities with Brand USA programs and co-ops and collaborate with neighboring Destination Marketing Organizations to bring in media at a lower cost. The PR budget is set at \$163,500, with detailed breakdowns provided at the end.

Sara then leads the discussion on the Travel Trade segment, highlighting the primary strategy of engaging with tour operators through sales missions, training sessions, presentations, familiarization tours, and trade shows. She mentions plans to explore new group opportunities through Connect events or with faith-based organizations, aiming to diversify from traditional shows. Sara proposes researching and coordinating a Buena Park-exclusive Mexico travel trade mission for stakeholders, extending the reach beyond Visit California and Anaheim. Additionally, she suggests hosting a city familiarization tour for regional tour operator organizations and participating in select international Visit California club events, such as those in Australia, Japan, China, Korea, and upcoming in Mexico. Sara emphasizes the affordability and efficiency of these events, with the international offices handling logistics and translations. Transitioning to strategy two, media events, Karina steps in to elaborate, noting her participation in Visit California's small market media reception and attending the annual IMM North America conference in New York. She highlights the effectiveness of IMM North America in generating qualified leads and lastly, mentions plan to host a media fam tour to showcase new developments. Returning to discuss on strategy three, Sara focuses on targeting AAA travel agency offices and military travel offices. She suggests distributing travel guides and souvenirs to these offices and keeping them updated on deals. Sara welcomes questions or suggestions for other target locations and reminds the board that they can adjust the budget as needed, even after approval, as there's a miscellaneous budget set aside for feedback.

Sara discussed Creative & Collateral Services, detailing the year's tactics. She noted the hiring of freelance graphic designer Tyson, highlighting his cost-effectiveness and extensive contributions to projects like rack cards, sales and media kits, print and display ads, and resizing tasks. Sara emphasized Tyson's affordability and past work with different destinations. She is considering Tyson for creating a 50-page travel guide due to rising prices from other agencies. Sara shared her discovery of a more affordable option for guide production, which would save considerable costs while maintaining quality. Furthermore, Sara mentioned outsourcing video and drone filming services, clarifying that expenses for hotel videos come from Visit Buena Park rather than the tourism district. She also proposed contracting fulfillment services with Certified Rack for mailing out travel guides. Sara concluded this segment, noting no questions from the board.

Finally, Sara concludes her report by summarizing the revenue projections. this past fiscal year we projected 1.25M. But she thinks their going to come in just a little over that 1.25M or 1.26M. So this year, with the Hilton coming on board, I did put a little extra padding in there to 1.35M, plus any carryover we have from this year, which I don't know if we're going to have very much. Maybe 150K is what I'm projecting. Our administration and operations are 90k. The finance fee is always 1%. That's what the city charges to handle all of our collections. Reserve funds, we

always have to do that. That's 4% which is \$54,000. Referencing the Itemized Budget sheet, Sara pointed out a change regarding administration expenses, which didn't appear itemized. She highlighted various items, including the annual report required by the board, insurance costs totaling \$8,000 to operate the Buena Park Hotel Marketing Association, and staff management contributions towards salaries. Sara noted a small increase in these costs. Additionally, she mentioned a \$3,000 audit expense and explained that funds were allocated for hiring a contractor to assist with social media due to the difficulty in obtaining necessary shots. Sara emphasized the need to evaluate this approach before potentially hiring a full-time staff member in the future. She mentioned board meeting expenses for hosting and catering and noted the inclusion of a tablet used for sales conferences. Sara also pointed out an additional \$6,000 in staff management expenses for contracting services for a Korean sales representative. This part-time representative, would aid in outreach and assistance in the Korean market.

Sara concludes her Executive Director report by inviting questions from the board. No questions or comments were made.

***Mariah motions to approve the FY 2024/2025 marketing plan and budget, Don seconds the motion, passes unanimously***

#### **10. Discuss Finance/Budget Review YTD & Year end – Sara Copping**

Sara initiated the Finance/Budget review YTD by providing an overview of the current financial status. She stated that expenditures amounted to \$1.38 million, while revenue, including carryover, stood at \$1.65 million, indicating a favorable position.. She projected that the final figures would align closely with the projected amount of a little over \$1.25 million.

Sara also addressed an outstanding payment issue with Howard Johnson, who had not paid their December TMD payment despite efforts by the city to collect. She noted that this non-payment would result in additional interest accrual, providing a boost to the revenue. Additionally, she highlighted that Howard Johnson had also failed to pay their TOT, underscoring that this was not an isolated issue concerning Visit Buena Park. Roxanna inquired about the highlighted line on the payments section of the FY 23-24 TMD Payments page. Sara clarified that the line is marked in pink, indicating that the dues were paid late by the hotel. Following Roxanna's question, Don suggested adding a legend for easier color coordination. Sara acknowledged that the legend is available on the excel sheet but not on the printed version.

#### **11. Public comment on matters on the agenda**

There were no public comments.

#### **12. Set Meeting Schedule – Chairman**

Sara mentioned her intention to send an email to explore potential dates for the next board meeting. Roxanne inquired about hosting it at her hotel, the Hilton at the Source OC. The board agreed and noted a tentative date in early September. Sara noted that this timing would be optimal, as they anticipated having finalized numbers and outcomes to discuss by then.

#### **13. Agenda Items for Future Meetings – Board Members**

No agenda items for future meetings were discussed.

**14. Adjourn**

The board meeting concluded at 1:02 PM.