

Buena Park Hotel Marketing Association

Annual Board of Directors Meeting

Friday, June 4, 2021

11:00 AM – 1:30 PM @ Holiday Inn Buena Park

The agenda is attached for your reference. Subject to the discretion of the Chair, the order of business within the meeting may be hard out of sequence. Please RSVP to Sara Copping at (714) 562-3560 or scopping@buenapark.com if you are planning on attending, so we can ensure the pertinent meeting materials reach you.

1. Call to Order - Chairman

An adjourned regular meeting of the Buena Park Hotel Marketing Association was called to order on Friday, June 4, 2021 at 11:06 a.m., at Holiday Inn Buena Park by Chairman of the Board Don Prescott.

Roll Call

Present: Don Prescott, Camilo Bruce, Javier Solis, Kevin Wynne

Advisor Present: Sara Copping, Visit Buena Park

2. Approval of Minutes – Chairman

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

3. Public Comment/City Updates - Sara Copping

Sara - There is a new Community Director, Matt Foulkes, who previously worked for the City of Fullerton that is starting on Monday. The Spice Garden is closed and is leasing the property. The City wants to buy the property however they do not want to sell. They want to lease the property for \$20k a month. So far several restaurants have showed interest in the property.

Sara - The source hotel is going into bankruptcy and is looking for outside investors. MD Properties potentially will be separate from the hotel. There are two options for the hotel. A management company could come in and finish the construction and sell it or a company will buy the hotel and run it themselves.

Sara - Best Host Inn back paid their TOT and TMD. They never reached out to the City even when the City sent warning after warning. Eventually the City took legal action. The interest and penalties are \$81k. \$11k will go to the BPHMA and the rest will go to the City. The City Council does not have the authority to wave the fees and the board decided they do not want to. They have 120 days to pay the TOT back. The Best Host Inn representative said they were hit harder than others and other hotels did not pay as well. The Mayor corrected him to inform him that everyone did pay except for them. They are currently evading audit, the City has tried three times.

Businesses Open & Closed - Amanda Carnes

New restaurants that have opened are Burger Monster, Classic Donuts, Big Air and John's Pizza is open, Flip Poly, Hang Sang, Jaws TPK. Closed eateries are The Spice Garden, and Il Palco (temporarily closed don't know when they will open). Some places that are coming soon include Signature Pho, Pirates June 15, Medieval Times June 17, and Broken Yolk in June. Porto's will be opening for limited indoor dining and ordering this Monday, June 7th. There will be NO online ordering/curbside service. Planning Commission approved plan for Chick-Fil-A location at former Marie Calendar's site near corner of Valley View and Orangethorpe. Construction still 5 months or so out. Probably end of year or early next year construction will start. Aaron is meeting with the owner of Poquito Mas next week but it appears they are still several weeks out from reopening. Rock & Brews is slowly transitioning their hours back to normal. This week they are open for lunch at noon on Friday and staying open until 11 pm on Friday and Saturday. Weekday lunch hours still may be a week or two out.

Vote - John Arredondo with Fairfield for Board Seat

Javier made a motion to approve John Arredondo for Board Seat; Camillo seconded it; approved unanimously

Vote and elect Annual Board Member Seats

Secretary = Kevin Wynne with Knott's - 1 year renewal (June 2022)

Treasurer = Javier Solis with Holiday Inn - 2 year renewal (June 2023)

Chairman = Don Prescott with Knott's Hotel - 1 year renewal (June 2022)

Board Member = Camillo Bruce with Courtyard Marriott - 2 year renewal (June 2023)

Board Member = Kasturi Gharib with Surestay - 3 years renewal (June 2024)

Board Member = John Arredondo with Fairfield Marriott - 3 years renewal (June 2024)

Vote - Adding agenda/public meeting notice landing page

Sara – Proposes the idea of creating a landing page with the agenda, meeting notes, contact information. Link will be sent to only those that request it or other hotels. Sara wants to be more transparent with the other hotels. Everyone approves of the idea.

4. Present, discuss and vote on logo, creative concepts and qualitative research created by Greenhaus– Sara Copping

Moving the graphic to the right will work better on multiple platforms. There are several formats with and without the tagline and horizontal vs vertical. The small ones will be used on the social media channels. Sara shows examples of how it would like in digital ads. Works a lot better than our current one. The graphic for the current logo is usually removed however the new one will work better. With different formats we will have more display options. Everyone likes the new logo and all board members are in favor. Sara then shows the three creative concepts Greenhaus created: The Land of Yes, No Hands, and There's No Place Like Fun City. Sara needs approval on which concept ideas will go to the focus groups. It will cost \$14k for research. Two or three concepts will go to the focus group.

Kevin likes Yes and Fun City but likes Yes the most. Fun City would need a lot more work. The no hands campaign would tough as it's opposite messaging for the park. Javier thinks Fun City is too similar to other cities. Sara likes Yes and Fun City the most. She would like to explore

animation more in ads. The Yes ads would need more work since it just says yes. Don wants the Yes campaign to be clearer. The city one sounds like sin city and other cities. Sara will take the Yes and Fun City concepts to the focus group.

5. Executive Director Report – Sara Copping

Upcoming Programs:

Travel Guide

Received several quotes from different publishers. We would order 55k guides. Just to update our current guide Lunar Cow wants \$15k. Orange Coast will create a new travel guide and will match Lunar Cow's price. Orange Coast has all of the local contacts. The price will be split with the City, so \$7.5k each.

More in a Minute TV segment

More in a Minute will go out June 15th. It is a minute spot running on several channels. Sara already signed the contract in 2019.

SoCal Life Magazine 6–page feature

SoCal Life Magazine offered the front cover for the July, August, and September issue. Knott's paid for a portion of it. Going to feature hotels, dining, and attractions.

Visit CA Expedia Coop

The Visit CA Expedia Coop started mid-May and will run through mid-June. We updated landing page which is where all of the traffic goes. We will be starting the OC coop in July. Sara sends the results of the specific campaigns directly to the hotels.

Hotel Video's

We hired a photographer/videographer that specializes in hotels. He has worked with other large hotels before. The videos will be under 45 seconds and include other attractions. The hotels can use the video as a selling tool to groups. This will come out of the Visit Buena Park budget, not the TMD. The first video will be for the Fairfield and will be a test. The videos will be slightly different with specific information about the hotel but it will follow the same format.

The JetSet TV

The JetSet TV slot will go out June 15th in English and Spanish. The feature will go out all over the United States. Sara will send a pdf of the JetSet TV information.

6. Present and discuss ART Transportation – Belinda Trani

Belinda – Masks will probably be required after June 15th still because they have to follow the FTA guidelines. They installed antibacterial stations in the buses. Customers can purchase tickets through the TripShot app. Currently, there are two separate apps however the A-Way Wego app will allow customers to purchase and schedule all in one. A-Way Wego will launch in July. Throughout Anaheim they have added real time signs, static signs, and sorting signs with information about the routes. Fran operates in Downtown Anaheim and is a micro-transit service. ART is an on demand service in several cities. Eve will feature transportation to and from the John Wayne Airport. Eve will begin Labor Day weekend, it will cost \$14 for adults

and \$7:50 for a one way tick to or from the airport. Eve buses will be a little bit more luxury. ART offers training for the hotel front desk agents. The service will be on demand for Buena Park and will pool people if they order a ride at the same time. The cost is \$6 dollars for the whole day. ART received a grant to purchase electric buses. Construction will begin late July for a charging depot for the buses. Right now they have several smaller charging stations. Will have solar for the main building in late 2021.

Sara wonders how the app works. Belinda says to order a ride you just click plan your trip and select where you are and where you want to go. Basically like an Uber. Can only go to the areas that they service. Does not have a constant running bus. It is only on demand. Wait time should be around 15 min. Buses will be going back and forth. Can set it up the day before for a reservation. They offer rides 30 minutes past Disney closing. Will send collateral to the hotels before. They recommend adding the information to the website so guests can download it beforehand. The buses will pick up everyone going to the same destination. Can set it to a max amount of time. The ART bus is an all-day price and they can get off and on as many times as possible. With the new app the hotels will have a portal that they can book for guest. Hotels will be able to include the price in a hotel package. Groups just have to reach out to them directly for a discount. The bus will be specifically dedicated to the group.

Diana Kotler - ART requested a grant with OCTA but they have not approved the funding. However they are trying to compete for more funding with the government. They plan on expanding the Fran segment. Right now they don't know what the attendance will be which is why there is no fixed route. One can be added in the future. They just don't want to run an empty bus. ART was turned on today, June 4. ART will always operate in Buena Park because of Knott's advertising offsetting the price to operate.

7. Present, discuss and vote on FY2021-2022 TMD Budget & Marketing Plan – Sara Copping
Allocation of duties, goals, and strategy stayed the same. The geographics for the targeting strategy were updated to focus on a drive centered market.

In 2019 DCI did a deep dive into the SEO so there is no budget impact. Since then we have updated all of the H1, alt tags, etc.

Sara plans on increasing the pay per click by \$37k, we have the opportunity to increase the hotel searches. A majority of the key words are for the hotels however we expand into attractions. Sara thinks \$100k is a good amount to spend. Don't want to spend too much and then have to backtrack. It is important to be conservative or aggressive depending on the type of advertising. Spending aggressively in things that can be turned off or scaled back.

Sara is planning on spending \$1.42 million for next year with a carryover of \$720k. The budget was reduced by \$400k to reflect the conservative trend. Sara is projecting \$700k for the next year. This year we planned \$600k but will come out in about \$500k. Sara tells the board if they are not comfortable with such a large marketing misc. we can allocate it elsewhere. Wants to keep the budget open to new opportunities. Have to see the progress of what and where the opportunities will be. We are advertising to a much smaller market right now. We need to get more assets. Planning on doing a big photoshoot. Plans on spending the money on new creative once we have a clear direction.

Display ads increased by \$55k because we added Tripadvisor. Their new media manager is similar to Facebook. We will start to advertise with them in July.

Video was increased by \$60k because video is very popular. Part of Greenhaus's creative is going to be a video shoot. Will do a mock up TV and video commercial. Plans on advertising with Brandzooka again. It allows us to set TV commercial with streaming services ourselves. We stopped completely last year.

Email marketing will be reduced by \$10k. AAA and Sunset were removed since they didn't really work. Visit CA however does really well with a dedicated email. They have 250k subscribers. We receive a significant amount of emails from them.

Traditional marketing was reduced by \$14k because several of the publications are no longer offered or they did not do well. We will circle around with Westways when more states open up.

Increased social media by \$8k since we are beta testing Pinterest, DCI is doing it for free.

Public relations was increased by \$50k since we paused our contract with DCI last year. We plan on working with more media companies again. See contract for more info, similar to the past contract.

Creative/collateral increase by \$54k since we added a video and photo shoot. Added budget for research, already paid the first and second payment so the remaining is for the final amount. The travel guide is also included in this estimate.

Sara will look into more VCA coop opportunities for the future.

Sara mentions that Santa Ana is trying to start a Visit Santa Ana destination marketing association. They have 16 hotels. The chamber is the one helping them establish a DMO.

DCI is still managing the PPC right now. Normally the Marketing Specialist would handle it. The City is planning on filing the position next year. Sara added the budget for the whole fiscal year for DCI in case the position is still not filled.

The City budget has not changed. Several weeks ago Sunny Park requested Sara to give a presentation about her ideas to revive tourism. She wants to form a committee however we already have a hotel committee. Sara doesn't want to give away our competitive advantage since the meetings are public. Sara still plans on going to IPW and financing the filming from the City budget. Javier is curious if the City wants to increase the budget for tourism. Sara plans on giving a high level presentation in July and will keep it as broad as possible. The city does not have a say in how the BPHMA spends the money. Javier wants to make sure the city does not take away the budget we want to keep it or increase the budget.

Kevin made a motion to approve the FY 2021-2022 budget; Javier seconded it; approved unanimously

8. Present and discuss Finance/Budget Review YTD – Treasurer, Javier Solis
Revenue collection month by month is all caught up for Best Host Inn. The Radisson has one payment due. The total expenditures through May were \$252,660. We only have one more month of this fiscal year. However we still have two more months of revenue to collect which is where the \$500k projection is coming from.
9. Public comment on matters not on the agenda
The new developers of the Butterfly pavilion went past their due date for new plans. The previous developers just recently handed over the plans and permits. The new developers want another month to come up with a new plan based on the current ones.
10. Set Meeting Schedule – Chairman
Set meeting for late August.
11. Agenda Items for Future Meetings – Board Members
Address the misc. budget at the next board meeting. Hopefully we will have a better idea of how things will be.
12. Adjourn
Meeting adjourned at 1:05 pm.

NOTICE TO PUBLIC: *Government Code 54950* (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Sara Copping at (714) 562-3560 at least 48 hours prior to the meeting.

You are welcomed and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.