

Buena Park Hotel Marketing Association

Annual Board of Directors Meeting Minutes

Friday, August 27, 2021

11:30 AM – 1:30 PM @ Knott's Hotel Buena Park

1. Call to Order - Chairman

An adjourned regular meeting of the Buena Park Hotel Marketing Association was called to order on Friday, August 27, 2021 at 11:34 a.m., at Knott's Hotel 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

Kevin Wynne notified the Board that he will be leaving Knott's after 9 years. They will be moving the position to Charlotte and he is not interested in moving there. He will be staying through the end of October and available to help with any marketing contracting services. He recommended his replacement go to Director of Communications - Cherie Whyte whose position will stay local. There is also Erin but she is more sales focus. Sara asked if John Storbeck also recommended her and Kevin said he would look into it and get back to us with who he thought would be a good fit. Javier said let's wait until Kevin's term is up. Don recommended we add this agenda item to the next board meeting.

Sara also said Kasturi Gharib with Surestay has given her notice that she will no longer be on the board as she has sold her property to a young couple. Sara will follow up with them and gauge their interest on being on the board. She wanted me to tell you all that she appreciates how you all welcomes her in and will miss the comradery of everyone.

Sara has been working with the City Manager's Office and their PR legislative agency to help secure grant funds for tourism bureau. Sara spoke with the PR rep just yesterday who said that they seem to have some funds available but will have more information by September 10th. They heard that there is some "budget dust" available and the conversations are just starting to happen around priorities and where to spend that dust, so their talking to leadership and other folks about the needs in Buena Park to help push this project forward.

Sara introduced Matt Foulkes the New Director of Community Development who replaced Joel Rosen. Matt used to live in Buena Park so is very familiar with the area and very excited to be back. He believes the economy is headed upwards – beat the county and region by 4%. This is largely due to car sales and auto mall, Tesla was at the top of the list. Construction fee and lumber went way up. Your consumer stores also did exceptional well like Walmart and DSW. Most of the auto dealerships are expanding or remodeling – a lot of investment into the auto area. Housing has been growing – Los Coyotes is doing luxury condos at their golf course, Senior housing project on Valley View and the Old Sears property is 25 acres and will be starting a 1300 housing project with a mix of sale and rent. KP homes townhome project behind the high school is underway. Lincoln and Knott have an affordable housing 55 unit underway. Homeless rehabilitation project was moved from a residential area to an industrial area. Yamaha will be remodeling and also building a 75,000 square foot office. Gaucho Grill is now open and the old Marie Calendars will be a Chic-Fil-A wit a double drive-thru. Butterfly has been in litigation since 2016 but they are in discussion with new owners and looking to do a tourism themed attraction and escrow set to close in October. The Stanford hotel has failed on their development and the City may buy land back if it doesn't sell. They have 6 months to sell it before the City can purchase it. The Radisson is in bankruptcy and an investor is currently buying it and not sure what the plans are for that hotel. Aloft property is in litigation and will have resolution in September and the City may buy that land back as well. Beach Blvd is looking rough right now but things are trending up really well. The Source is for sale and the Hotel is going to auction September 30th. M&D properties are trying to refinance but it doesn't look likely. Javier asked if there are standards for The Source Hotel to finish? Matt said yes there are restrictions that they must meet to complete the hotel which is for sale for \$25 Million. Javier said he has continuous problems with homeless problem and it doesn't seem to get better even by calling police. Matt passed out his business cards to everyone.

Andy with Rodeway Inn said he was the first to sign for the Tourism Marketing District but that he has some issues with the audit process. He believes we need to audit the smaller hotels to find out the discrepancies. Also we need some connectivity from here to Anaheim and around Buena Park. Javier asked if Andy heard about the new ART app that launched? Andy said it's too expensive. Sara said she had tried to use it and its not intuitive and not friendly to use. Matt said he can reach out to OCTA to see if there are any out of the box options. Sara said before COVID the City was working with ART and OCTA to start FRAN a local transportation system but was stopped due to COVID.

4. Pending Lawsuit – Sara Copping

I brought the lawsuit and will pass around. Tour operator is suing Quality Inn & Suites from a 2016 breach of contract that has absolutely nothing to do with us. They have said they are not going to pay it and we need to hire a lawyer to get this dismissed for the BPHMA. I spoke with Civitas and we can use any funds even reserve to fight this litigation. Javier said we should just get a lawyer involved to get it dismissed.

Javier made a motion to approve having Sara hire a lawyer to resolve the pending lawsuit; Camilo seconded it; approved unanimously

5. Qualitative Research Results & Creative Direction – Paul Whitbeck

The Buena Park Hotel Marketing Association (BPHMA) hired Global Web Index (GWI) to conduct a quantitative research study with consumer focus groups to gather feedback as to the believability, perceptions and preferences of Visit Buena Park's new brand. The survey study consisted of 750 respondents that were segmented by aware or unaware of the Buena Park brand. In addition to the typical demographic questions that GWI asks for the study, Buena Park submitted a total of 20 additional branding questions. The survey results were used to help Visit Buena Park staff understand, from those unaware of Buena Park, if the new brand stimulates interest in the destination and, for those that were aware of Buena Park, if the branding improved perceptions. According to the study results, the new logo performed extremely well against the full set of respondents both aware and unaware of Buena Park, as well as those who were somewhat familiar and very familiar. Approximately 85% of respondents believed the new Visit Buena Park logo effectively represented the destination. It's not often that studies find this type of resounding positive reaction. There was a High level of awareness across all regional market respondents, with Females over indexing on "very familiar".

Among the "somewhat" and "very familiar" there is a high level of past visitation.

7 of 13 experiences had a high level of awareness (over 50%) among the familiar. Among those less familiar, Knott's and BP Proximity still scored well. Family friendly, Fun and Entertaining lead all perceptions which supports the brand strategy, but suggests opportunities for messaging/storyline enhancements in both earned and

owned channels. Among Females 25-54 (key decision makers) - Culinary, Culture, Theme Parks and Family activities are key motivators that Visit Buena Park can deliver on and can be further woven into various messaging strategies. There is a strong level of both awareness and past travel experience among those who participated while still providing a statistically significant sample size of non-familiar and key decision-makers (Females/25-54). Across all factors tested, there is a strong positive perception of Buena Park and its experiential offerings, further providing context and a high-level of confidence in the survey results as key opportunity-indicators. Both campaigns performed with a high-level of success against message, experiential and perceptual measures, which offers VBP great flexibility in choosing which campaign to execute. While “There’s no place like fun city”, scored higher from a subjective preference perspective, given the strong performance of both campaigns under objective methodology tactics, Greenhaus is confident in our recommendation that “The Land of Yes” as a campaign, when produced would allow Visit Buena Park more assets and avenues to communicate opportunity gaps in messaging, motivators and perception among those less aware but that expressed interest in visiting the destination. The new Visit Buena Park Logo and Tagline performed extremely well with well over 80% of all respondents in each segment indicating that it effectively represents the destination. Greenhaus said that they still recommend The Land of Yes because of the opportunity to expand on that tagline and use in promotions. Javier said he at first leaned towards There’s no place like Fun City but he has changed his mind. Sara asked if there is any conflict with Visit CA Land of Food & Wine concept? Paul said no because we will be using it in a different way. Don said he has also changed his mind and is leaning towards Land of Yes. Sara also let the Board know that the City Council approved the new logo 5-0.

Camilo made a motion to move forward with the Land of Yes concept, Javier seconded it; approved unanimously

6. Discussion and Direction on BPHMA landing page – Sara Copping
I wanted to show you the new TMD landing page – this was based off of the last board meeting direction to create a page for all hoteliers to get pertinent information: <https://www.visitbuenapark.com/bphma>. Any feedback or changes? Currently hoteliers can only get this link if I send it to them. The purpose is to send this to the hoteliers so they can have transparency and can access our meeting minutes. The board agreed to move forward with updating this page for the hotels.
7. Executive Director Report – Sara Copping
Programs: Staff changes, Progress of 2022 Travel Guide, Orange County Expedia Coop launched, Promotional Hotel Video’s, Halloween Campaign direction, digital and PR report

Executive Director Report – Sara Copping

Staff changes – Amanda accepted a job at Knott's for fulltime – the position has not been filled nor has the marketing specialist. And the new assistant city manager is looking to potentially change staffing around. Looking at hybrid position with city which could affect the TMD plan and budget. Might need to budget for DCI or other agency managing digital platforms.

Progress of 2022 Travel Guide – show new rate card and spec sheet – Orange Coast magazine might be calling on businesses for ads – don't have to pay until 2022 – might be coming up with lower rated options for hotel and restaurants

Orange County Expedia Coop launched – July thru September currently running

Visit CA Expedia Coop – \$65K budget all in - got 4.6 M impressions – over 2500 click thru's- over 1500 room nights and \$178,065 – not impressed at all not sure if it was bad timing as it ran May and June but did not perform anywhere near our OC joint campaigns, before doing any more Visit CA campaigns I want to see how joint campaign performs. Board thinks we should pass on doing another coop for now.

Promotional Hotel Video's – finished shooting our first updated video with Fairfield Inn & Suites. Will be coming up with a fresh new look with videos and including a short snippet of location, attractions.

Digital and PR report - read thru report

YouTube – is doing really well for brand awareness from July1 thru yesterday we have had over almost 40,000 video views over 15 seconds with a CPV of \$.07 and CPC \$.93

Social Media recap -

July 1, 2020- June 30, 2021

Facebook ads produced \$1.7M impressions, 58210 clicks and \$.02 CPC (\$11,600)

Instagram ads produced 467,000 impressions, 3470 clicks and \$.1.11 CPC (\$3870)

Video ads produced 785,900 impressions, 247,869 video views \$.02 CPV

Buena Park Featured on Jet Set TV

Visit Buena Park partnered with On it Media for a 3 minute television destination spotlight on The Jet Set Television Show. The segment with hosts Nikki Noya and Bobby Laurie explores Buena Park's theme parks, dinner shows and award winning

restaurants. The **Jet Set** offers viewers a weekly dose of travel news, lifestyle trends, inspiration, interesting and informative guests and destination features shot on-location. The show airs in 210 U.S. Markets, 12 countries and reaches 128 million homes. The show is offered in both English and Spanish version and gets about 3 million weekly viewers. Buena Park segment was featured the week of June 21st and can be viewed here: <https://www.visitbuenapark.com/p/bptv/seenon/tv-show-the-jetset>

Buena Park featured on Daily Buzz TV segment

Buena Park was featured as a destination spotlight on the Daily Buzz during the week of June 15th. The daily morning news and entertainment show features four energetic hosts who provide viewers with the most-current news and weather information, as well as the latest trends in social media and the entertainment industry. The segment reached over 270,000 viewers and aired on several local TV channels in the San Diego, Phoenix and Las Vegas area as well as on their social media channels. You can view the segment here: <https://www.visitbuenapark.com/p/bptv/seenon/tv-show-more-in-a-minute>

Buena Park – Cover & Feature Story in Southern California Life Magazine Pass around magazine copy

Visit Buena Park and Knott's Berry Farm partnered with Southern California Life Magazine to be featured in the July, August and September Quarterly Issue. The cover and the 6-page article feature about Buena Park is distributed across the entire Southern California region, from Santa Barbara to San Diego and Palm Springs. So Cal Life Mag Distribution includes most retail newsstands across Southern California, including Target, Vons, Gelson's, CVS, Whole Foods, Sprouts, Amazon retail stores and more, all Barnes and Noble Booksellers in the entire State of California, featured on newsstands at LAX, and featured in 300+ hotels in Southern California. Southern California Life Magazine is a multi-platform lifestyle and destination guide celebrating the culture, people and landmarks exclusive to Southern California. They have both print and online platforms www.socallifemag.com.

Upcoming programs: California Travel; Association on September 13-15 in HB and IPW in Vegas on September 19-23, Also working on Halloween landing page and material, and our ad in California Visitor Guide is due in October and working on 2 news blogs – splurge and save and Yelp's Top dining spots

8. Update on FY2021-2022 TMD Budget & Marketing Plan – Sara Copping
It's not official yet but we came in approx. \$755,775 that about \$15K over what I had projected and planned so I added that into the Misc. budget for now until finance give us the final financial report. Also the BPHMA will have some money coming back. Finance and I found a discrepancy with the administration carry over. 19/20 budget should have been reduced since we

ended up not replacing the marketing specialist position and then COVID hit and the TMD was accidentally charged. It is getting fixed and will update treasurer with next steps.

Administration issues occurred, the City was accidentally charging the total administration fee even though we didn't have a Marketing Specialist in place. The Board has some reimbursement coming back to them about \$15K. Next meeting I will have some more information to share and how the Board will get that money back. Javier asked if there was a process in place so that it would not happen again. Sara said yes that she and Aaron said that the invoice will need to get signed by Sara and Javier so that this won't happen again.

9. Present and discuss Finance/Budget Review YTD – Treasurer, Javier Solis
Expenses YTD are \$195,000 and \$33,000 in Union Bank. Revenue about \$545K with \$600K carryover so we are sitting in a good position. What we did last year that was a good decision is we didn't spend it frivolously. We need to be very careful and being conservative moving forward but early next year be ready for spring break to pull the trigger.

10. Public comment on matters not on the agenda

11. Set Meeting Schedule – Chairman

Next meeting will be sometime in December

12. Agenda Items for Future Meetings – Board Members

13. Adjourn

The board meeting ended at 1:45pm.