

Buena Park Hotel Marketing Association

Board of Directors Meeting Minutes

Thursday, September 7, 2023

11:30 AM – 2:00 PM @ Mrs. Knott's Chicken Dinner Restaurant

1. Call to Order - Chairman

An adjourned regular meeting of the Buena Park Hotel Marketing Association was called to order on Thursday, September 7, 2023 at 11:37 AM at Mrs. Knott's Chicken Dinner Restaurant by Chairman of the Board - Don Prescott.

Roll Call

Present: Don Prescott, Javier Solis, Camilo Bruce, Mariah Fritzges

Advisor Present: Karina Diez, Visit Buena Park

Advisor via phone: Sara Copping, Visit Buena Park

2. Approval of Minutes – Chairman

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

3. Public Comment

There were no public comments.

4. Public Relations/Media Updates – Karina Diez, Marketing Specialist

Karina reviewed press coverage since the previous board meeting which included notable outlets such as Foodgessing, Visit California, Bold Outline, Wherever Family, The Points Guy, Miss Tourist, Travel Daily Media, Partners in Fire, TravelPulse, VN Explorer, News Center 1, KidsGuide, ABC 10, TravelAge West, and Patch.

Media visits completed since the fiscal year kicked off included coverage surrounding family, adventure, and food travel. Bloggers that visited were This Crazy Adventure Called Life, Sanfoodiego, Compass Outdoors, Tien Tran, Adventurpro, Food Mento, and Carpe Diem Our Way. Upcoming media visits will consist of Travel Mamas, Roamaroo, Our Travel Passport, and Food, Fun, and Faraway Places in the coming months.

Completed blog posts include: Laid-Back Labor Day Weekend Itinerary; Anything and Everything New in Buena Park CA; The Wiener Takes All - Top 5 Hot Dogs; The Suite-est accommodations - Top Hotels for Couples; Knott's Berry Farm Foodie Guide; Refreshing Summer Foods in Buena Park, CA; Top 10 Waffles; Sip Back & Relax at These Top Spots for Wine; What You Need to Know for Your Corporate Getaway; Halloween Happenings in Buena Park; The Insider's Guide to Knott's Scary Farm; The Minds Behind Knott's Scary Farm and Bewitching Weekend Getaway in Orange County.

Karina noted upcoming events that she will be attending that pertain to media and public relations. From October 1 – 7, she will be on the Discovery Princess for the IFWTWA Conference, which will cover professional development training sessions and a media marketplace with travel writers from around the country. IMM North America will take place in New York from January 24 – 26 with a media marketplace that sets up appointments with editors, journalists, broadcasters, and influencers. The Visit California Dallas Media Dinner will be sometime in February 2024, consisting of an intimate networking dinner with Dallas-based media. IPW Los Angeles will be from May 3 - 7, and Karina will take part in the media marketplace portion that allows her to meet with international and domestic journalists and bloggers.

It was announced to the board that Visit Buena Park and the City Manager's Office are working on a culinary award to grant to the best dining in Buena Park. The launch date is estimated to be January 2024 and the potential names for the awards are Bon Appetite Awards, Taste of Buena Park Awards, BP Best Bites Awards, or BP Grub Club Awards. The marketing strategy will consist of the following: a poll on social media to determine the name, launching a countdown on social media, organizing a press event surrounding the release, a blog post with full list of finalists, a press release announcing the launch of the list, gathering images and video footage of all finalists, pop-ups for front desks at hotels and a dedicated landing page on the dining section of VisitBuenaPark.com.

5. Executive Director Report – Sara Copping via phone

Karina began the Executive Director presentation by sharing the FY 22-23 Expedia Results. Buena Park Hotel Ads consisted of over 11,000 room nights booked and \$1.6 million in gross hotel revenue. The Orange County Cooperative Campaigns had over 19,286 room nights booked and \$2.65 million in gross hotel revenue. The grand total for all Expedia programs consisted of over 30,000 room nights booked, \$4.2 million in gross hotel revenue, over 6.7 million impressions, and a spend of \$250,000.

The marketing/ad updates for the quarter for Facebook and Instagram had a reach of 5.8 million, 173,543 clicks, an average cost-per-click of 0.16, an average cost-per-video of 0.03, over 2 million video views, and a total spend of \$23,000. Google Campaign Ads had a reach of 4.7 million, 92,130 clicks, a 5.5% click-through-rate, a 0.82 cost-per-click, and a total spend of \$67,000. Hulu TV Commercial Ads had a reach of 1 million, 494,961 commercial views, a 0.04 cost-per-view, and a total spend of \$27,000. Travelzoo Pay-Per-Click Campaigns had a reach of 4.4 million, 6,000 clicks, a 0.14% click-through-rate, a \$1 cost-per-click, and a total spend of \$6,000. Tripadvisor Ads had a reach of 322,873, 1,898 clicks, a 0.60% click-through-rate, a \$3.87 cost-per-click, and a total spend of \$7,356.

Upcoming trade events included the Visit Anaheim Canada Sales Mission from November 5 – 10, 2023 with one-on-one meetings with key tour professionals in Calgary, Edmonton, and Vancouver. Go West Summit will be from February 26 – 29, 2024 and will be a B2B tourism convention with over 35 appointments. IPW will be from May 3 – 7, 2024, consisting of

meetings with buyers from over 60 countries. The Visit Anaheim Mexico Sales Mission will be in June 2024 with one-on-one meetings with tour operators in 3 cities throughout Mexico.

Karina also went into a deeper IPW update that noted that a single booth will be \$12,000 and a double booth will be \$32,000. Registration will be \$2,000 per delegate and 3 delegates had already signed up. There is a maximum of 4 delegates in a single booth. Sara asked the board for guidance on how they would like to proceed with IPW. She advised that three people in a single booth is already tight and did recommend a double booth, which there is budget available for. She also explained that you get more appointments in a double booth, increasing from 40 to 80. Javier asked to confirm how many appointments you get in a single booth. Sara said you can get up to 40, but it is not guaranteed. Don asked how much a booth was last year. Sara said it was about \$10,000 for a single booth and reminded the board that it's also \$2,000 per delegate to join. Javier asked if we can purchase two single booths. Sara said she did not believe you could do that if you have the same organization name.

Camilo moved to make an amendment to the budget to include a double booth, Javier and Don seconded it.

Karina reviewed the Annual Report for FY22/23 that Visit Buena Park is working on. The team is working with a graphic designer to complete a 40+ page report which will include a tourism impact study, target audience and regions, marketing and digital stats, a public relations and marketing report, Google analytics, and STR reporting. Halloween creative also shared for the season which includes the Halloween landing page, display banners, a homepage pop-up button, a pay-per-click, a feature in SOCAL Life Magazine, the Visit Buena Park fall newsletter, press releases, hosted media, a new TV commercial, YouTube ads, and Google ads.

Sara shared a FY22/23 Finance Update that included an unaudited financial overview. Total expenditures were at \$1,602,743, 22/23 revenue was at \$1,215,040 (15.2% YoY), 21/22 carryover new revenue of \$992,026, total revenue of \$2,207,066, and net revenue of \$604,323. This made for \$215,040 over revenue projection plus \$40,000 in reserve for a total of \$255K. She also proposed an amendment to the FY23/24 Budget to account for the carryover. \$1.25 million was originally budgeted, however the projection for carryover was originally lower. The proposal moved funds to increase budget for video, pay-per-click, public relations, TikTok. Miscellaneous funds have been lowered so those funds can be reallocated appropriately so there is less carryover next year. The new proposed budget totals to \$1.85 million. Sara also noted that this potential approval would only be until final numbers are received in December.

Don made a motion to approve the amended FY 23/24 budget, Mariah seconded it, and all were in favor.

6. Discuss Finance/Budget Review YTD – Javier Solis

No further budget items were discussed.

7. Public comment on matters on the agenda

There were no public comments.

8. Set Meeting Schedule – Chairman

The future meeting schedule was not discussed.

9. Agenda Items for Future Meetings – Board Members

No agenda items for future meetings were discussed.

10. Adjourn

The board meeting ended at 12:05 PM.