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**CITY OF DANA POINT  
DANA POINT DESTINY AD HOC COMMITTEE  
MINUTES**

June 18, 2012  
6:00 p.m.

City Hall Council Chamber (#210)  
33282 Golden Lantern  
Dana Point, CA 92629

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**CALL TO ORDER**

City Council Member Scott Schoeffel called the meeting to order at 6:10 p.m.

**ROLL CALL**

City Council Member Scott Schoeffel asked Economic Development Manager Christy Teague to take the roll call. The following Committee members were present:

Scott Schoeffel  
Marla Sherman Balmuth  
Brian Dunn  
Russell Kerr  
Joe Lovullo  
Jim Miller  
Jay Styles

*City Staff Present:*

Doug Chotkevys, City Manager  
Brad Fowler, Public Works Director  
Christy Teague, Economic Development Manager

Others Present: Dan Stetson of Ocean Institute, Brad Gross of OC Dana Point Harbor Department, Heather Johnston of the Dana Point Chamber of Commerce, Robert Hows of Lantern Bay Realty, and Denise Erkeneff of Surfrider Foundation.

**CONSENT CALENDAR**

**1. APPROVAL OF MEETING MINUTES, APRIL 25, 2012**

Russell Kerr made a MOTION to approve the minutes; Seconded by Scott Schoeffel. The minutes were approved unanimously.

**PUBLIC COMMENTS**

None.

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**NEW BUSINESS**

There was no new business.

**UNFINISHED BUSINESS**

**2. DANA POINT SUSTAINABILITY PROGRAMS**

City Manager Doug Chotkevys noted that the City is an environmental leader in many ways. Public Works Director Brad Fowler provided a summary of City environmental programs, including:

- The City's adopted Environmental Policy in April 2008 which included a variety of city operations, landscaping methods and purchasing practices intended to reduce water, energy, toxics and landfill impacts.
- Solid waste diversion which prevents more than 50% of trash from entering the landfill.
- Construction Demolition Ordinance to require demolition materials to be recycled.
- City-sponsored Bulky Item Clean-up events three times annually.
- Battery/Florescent lights collected from the community at City Hall.
- Food waste diversion program with major resorts and restaurants.
- 2012 series of composting classes for green waste education.
- Comprehensive water quality programs, including: tidepool protection, catch basin filters, HOA programs, creek ozone treatments, filter systems, and diversions.
- Solar panels at Nature Interpretive Center and Dana Point Community Center.
- Reduced fees for solar installation permits in Dana Point residences.
- Education provided through Nature Interpretive Center.
- Doheny Village sustainability grant to fund development of new plan.
- SCAG grant received for connectivity study to improve pedestrian and bicycle connections.

**3. PROPOSED BUSINESS CONSERVATION INCENTIVE PROGRAM AND SUMMARY OF SUSTAINABLE PRACTICES INPUT FROM DESTINY COMMITTEE MEMBERS**

Scott Schoeffel reported that increased awareness, higher consciousness and quality of life are often stated as reasons for conservation and sustainable activities, but that environmental practices also make sense for business reasons. He noted opportunities to reward good behavior and green practices for business purposes. He introduced

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Denise Erkeneff from Surfrider to elaborate on conservation for business profits. She provided examples of reusable bags and metal water bottles, and explained that best practices for green business result in increased business.

Scott Schoeffel noted the opportunity to be our own best promoters and referral source, and that all can support and promote active sustainability. He added that businesses could attract and retain customers through a potential program. Russell Kerr stated that Chamber members would be eager to support a program as long as it is not a financial burden. Scott Schoeffel noted that Dana Point is a tourism-based economy and to bolster tourism is to increase revenues. He stated that the program goal is to increase revenues to participating businesses through environmental practices.

Doug Chotkevys suggested the need to create awareness, provide green value and make visitors feel good about the experience. He stated Dana Point can develop a list of preferred vendors as an incentive program to direct environmentally-aware consumers. Scott Schoeffel agreed that the group commitment could help capture visitor business through environmental values.

Jim Miller agreed that the public needs to be educated like the "Hide It Lock It or Lose It" campaign to reduce crime. He suggested that a similar program could help increase the environmental consciousness of residents.

Doug Chotkevys suggested that the City work with CR&R to develop a joint program to educate the community about trash and recycling.

Scott Schoeffel suggested that an outline of the program be provided at the next Destiny Committee meeting.

#### **4. DANA POINT BRAND LAUNCH UPDATE**

There was discussion about the May brand launch event. Doug Chotkevys suggested a more in-depth discussion of the brand development be presented at the Chamber of Commerce Morning Power Group meeting scheduled for June 26<sup>th</sup>. He suggested that a brand development and update be presented at a future Destiny meeting.

Chamber of Commerce Executive Director Heather Johnston noted that the role of the Chamber is to help create brand awareness and provide education.

#### **5. SUMMER EVENT PLANNING AND COORDINATION**

Scott Schoeffel suggested businesses work with the City through leverage at events such as the Concerts in the Park. He suggested booths would be available to

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businesses and to coordinate with the Community Services and Parks Department if interested.

**COUNCIL MEMBER SCOTT SCHOEFFEL COMMENTS**

Council Member Scott Schoeffel introduced Heather Johnston, Executive Director of the Dana Point Chamber of Commerce.

**MEMBER COMMENTS**

Dan Stetson noted that it is an exciting time in the Dana Point community and that there is a sense that Dana Point is on the threshold of greatness.

Doug Chotkevys noted that the Dana Point Symphony ended its season with a surplus of \$17,000. He noted that this is a philanthropic opportunity in the community and has received strong community support.

Scott Schoeffel noted that the success of the Dana Point Symphony shows a high level of community interest in Arts and Culture.

**ADJOURNMENT**

The meeting was adjourned by Council Member Scott Schoeffel at 8:00 pm.