



**DANA POINT TOURISM BUSINESS IMPROVEMENT DISTRICT
ADVISORY COMMITTEE
ACTION MINUTES
Tuesday, September 22, 2015 10:00 a.m.
City of Dana Point
33282 Golden Lantern #212
Dana Point CA 92629**

CALL TO ORDER at 10:00 a.m.

ROLL CALL

Advisory Board Members Present:

Jim Samuels, Laguna Cliffs Marriott Resort & Spa, Vice Chairman
Bruce Brainerd, Ritz-Carlton Laguna Niguel
Ian Pullan, St. Regis Monarch Beach Resort & Spa
Richard Uribe, Doubletree Suites by Hilton Doheny Beach

Also in attendance: Mike Killebrew, Assistant City Manager; Ursula Luna-Reynosa, Director, Community Development; Cindy Nelson, Economic Development Manager; Robert Sedita, Management Analyst; Matt McNally, Agency 51 Advertising; Tony Serna, Agency 51; Scott Muscarella, Agency 51.

CLOSED SESSION

1. Nothing to report out.

PUBLIC COMMENTS

1. Mike Powers addressed the board regarding IlluminOcean.
2. Jim Miller addressed the board regarding IlluminOcean.
3. Dana Yarger address the board regarding Horse of a Different Color Art Exhibit

CONSENT CALENDAR

1. Meeting Minutes for August 4 and August 21, 2015 – Bruce Brainerd made a Motion to approve the minutes; Richard Uribe seconded the Motion. The Motion was Approved 4-0.

NEW BUSINESS

UNFINISHED BUSINESS

2. Budget – Robert Sedita provided a Budget Summery update of the current TBID budget.

3. Sales Director Scope of Work –Matt McNally provided an update on the Sales Consultant search and supplied resumes for the board to review. Board appointed Members Ian Pullan and Richard Uribe as the application review committee, to meet with applicant and recommend applicants to the Board for interviews.
4. City's Media Inquiries Policy – Mike Killebrew provided the Board with an overview the City's Media and Press Release Policy.
5. Advisory Board Member Comments/Request for Future Agenda Items – No Report
6. City Staff Comments/Recommendations for Future Agenda Items – Matt McNally provided a report on the mydanapoint website and information regarding booking abilities that could be integrated into the website. Board will discuss further at a future meeting.

ADJOURNMENT – the meeting was adjourned at 10:50 p.m.

Approved: 10/21/15