



**DANA POINT TOURISM BUSINESS IMPROVEMENT DISTRICT  
ADVISORY COMMITTEE  
ACTION MINUTES**

**Wednesday, October 21, 2015 10:00 a.m.**

**City of Dana Point  
33282 Golden Lantern  
Council Chambers  
Dana Point, CA 92629**

**CALL TO ORDER** at 10:06 a.m.

**ROLL CALL**

Advisory Board Members Present:

Jim Samuels, Laguna Cliffs Marriott Resort & Spa, Chair  
Ian Pullan, St. Regis Monarch Beach Resort & Spa  
Richard Uribe, Doubletree Suites by Hilton Doheny Beach

Advisory Board Members Absent:

Bruce Brainerd, Ritz-Carlton Laguna Niguel

Also in attendance: Doug Chotkevys, City Manager; Mike Killebrew, Assistant City Manager; Ursula Luna-Reynosa, Director of Community Development; Cindy Nelson, Economic Development Manager; DyAnne Weamire, Sr. Administrative Assistant; Matt McNally, Agency 51; Tony Serna, Agency 51; Scott Muscarella, Agency 51.

**PUBLIC COMMENTS:**

1. Heather Johnston addressed the board reminding them of the California Tourism Board meeting on October 22<sup>nd</sup> at the St. Regis; she would like to get on the agenda for a future meeting regarding OC Visitor Authority; and thanked the TBID for their Turkey Trot Sponsorship.
2. Dana Yarger spoke regarding Horse of a Different Color

## CONSENT CALENDAR:

1. Meeting Minutes for September 22, 2015 - Jim Samuels made a motion to approve the minutes with one typographical correction; Ian Pullan seconded the Motion. The Motion carried by the following vote:

**AYES:** Jim Samuels, Ian Pullan, Richard Uribe

**NAYS:** None

**ABSENT:** Bruce Brainerd

## UNFINISHED BUSINESS:

1. Budget – Mike Killebrew provided an update and overview of the current TBID Income/Assessments and Expenditures for 2015.

**ACTION:** Received and Filed

2. Special Events/Program Sponsorships

- a. Holiday Lights

- i. Michael Fox of Foxlin Architecture spoke regarding an idea for having holiday lights in the Harbor, Del Prado and Heritage Park.
- ii. Mike Powers of Lantern District Alliance spoke regarding Holiday Lights
  1. Jim Samuels made a motion for the TBID to loan the Harbor all of the TBID lights purchased last year and currently in storage, including all sculptures and provide up to \$25,000 as a match for the installation of the lights in the Harbor; however Ian Pullan noted that if the event does occur that it may not be marketed as IlluminOcean which is a brand developed by the TBID.

Jim Samuels made a motion; Richard Uribe seconded the motion. The Motion carried by the following vote:

**AYES:** Jim Samuels, Ian Pullan, Richard Uribe

**NAYS:** None

**ABSENT:** Bruce Brainerd

- b. Horse of a Different Color

- i. Dana Yarger spoke regarding an event he is proposing and refers to as a Horse of a Different Color

- c. Reef Check – Matt McNally provided an update and explained that he met with Reef Check's new director and they are moving forward with discussing public relations options using contract PR firm.

3. Approve the Annual Report/TBID Renewal

Matt McNally provided the Advisory Board with an annual Calendar Year report breakdown for the last year's budget and expenditures. He provided handouts and a PowerPoint presentation outlining the 2016 Integrated Marketing Plan. In addition to the budget suggested, the Advisory Board would like to fund the Event Production category with \$100K in the 2016 Calendar Year. The Board wants to review the 2016 Integrated Marketing Planning Outline report with their respective staff and revisit it in a future meeting. The Advisory Board requested that Agency 51 provide a quarterly reporting from the Public Relations Agency.

4. Sales Consultant

Matt McNally stated that there are currently two highly qualified Sales Consultants being considered, with an additional four candidates as a possibility. Advisory Board members Richard Uribe and Ian Pullen have interviewed two candidates. Jim Samuels and Bruce Brainerd will interview the candidates next prior to the Advisory Board meeting to make a final decision.

The Advisory Board members asked staff to research and report back on options to establish a Destination Marketing Organization and expressed an interest in doing a 5 year strategic plan

5. Website

Matt McNally provided an update on the progress of the TBID website.

6. Advisory Board Member Comments/Request for Future Agenda Items

No comments.

7. City Staff Comments/Recommendations for Future Agenda Items

Doug Chotkevys thanked the TBID Advisory Board for their generosity and willingness to work with the community with regards to the holiday lights in the harbor and for offering the lights and sculptures to the Harbor so that the Harbor could further expand their holiday lighting event.

**ADJOURNMENT:** 11:26 a.m.