

**SPECIAL MEETING  
DANA POINT TOURISM BUSINESS IMPROVEMENT DISTRICT  
ADVISORY BOARD**

Wednesday, February 17, 2016 at 4:00 pm  
City of Dana Point Public Works Conference Room  
33282 Golden Lantern, #212, Dana Point, CA 92629

**CALL TO ORDER**

**ROLL CALL**

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

**PUBLIC COMMENTS**

Any person wishing to address the Board during the Public Comments section or on an Agenda item is asked to complete a "Request to Speak" form. The completed form is to be submitted to City staff prior to the Agenda item being called and discussed. In order to conduct a timely meeting, there will be a three-minute limit per person for the Public Comments portion of the Agenda. State law prohibits the Committee from taking action on a specific item unless it appears on the posted Agenda. If anyone has handouts to distribute to the Committee, please hand them to the City staff for distribution.

**CONSENT CALENDAR**

1. Approval of Meeting Minutes – December 11, 2015
2. Budget Update  
**Recommended Action:** Receive and file.

**NEW BUSINESS**

3. Discussion on Creation of Destination Marketing Organization  
**Recommended Action:** Provide direction to Interim DPTBID Manager
4. Consultant Services Contract with Civitas  
**Recommended Action:** Recommend that the City Manager approve a contract with Civitas in an amount not to exceed \$2,200 to conduct an initial workshop concerning the possible creation of a Destination Marketing Organization.

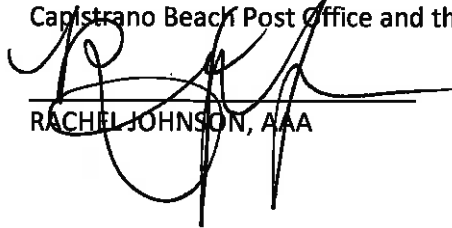
**BOARD MEMBER AND STAFF COMMENTS**

Advisory Board Member Comments  
Staff Comments

**ADJOURNMENT**

**CERTIFICATION**

I, Rachel Johnson, Assistant Administrative Analyst of the City of Dana Point, do hereby certify that a copy of the foregoing Agenda was posted at Dana Point City Hall, the Dana Point Post Office, the Capistrano Beach Post Office and the Dana Point Library by Friday, February 12, 2016, at 4:00 p.m.



RACHEL JOHNSON, AAA

12 February 2016  
DATE