



**Minutes**  
REGULAR MEETING  
DANA POINT TOURISM BUSINESS IMPROVEMENT DISTRICT  
ADVISORY BOARD  
Tuesday, May 3, 2016 at 1:00p.m.  
City of Dana Point Public Works Conference Room  
33282 Golden Lantern, Dana Point, CA 92629

**CALL TO ORDER** at 1:09pm

**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 (arrived at 1:12pm)

**Staff Present:**

Judy Bijlani, Interim Manager  
Mike Killebrew, Assistant City Manager  
Cindy Nelson, Consultant  
Kelly Reenders, Economic Development Manager  
Rachel Johnson, Assistant Administrative Analyst

**PUBLIC COMMENTS**

Ms. Kelly Reenders, the new Economic Development Manager for Dana Point, introduced herself to the Advisory Committee. Ms. Reenders comes to the City from Santa Ana with experience as well in Ontario, San Bernardino County and Big Bear where she was also involved in tourism marketing.

**CONSENT CALENDAR**

1. Approval of Meeting Minutes – April 13, 2016

It was moved by Jim Samuels and seconded by Richard Uribe to approve the meeting minutes for April 13, 2016. The motion carried by the following vote:

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

**NAYS:** None

**NEW BUSINESS**

2. Group Sales, Marketing and Incentive Programs - Update
  - A. Experient

Ms. Bijlani discussed a potential partnership with Experient. The Board asked her to look into the possibility of participating with them through a one-month featured sponsorship in 2016, originally proposed for 2017.

B. Conference Direct and CVENT

Ms. Bijlani reported that both the CVENT and the Conference Direct contracts should be signed by the City by end of day.

C. Helms Briscoe

Ms. Bijlani discussed the need to update the banner ads for the third party websites that Dana Point is featured on. It was recommended that the banner be updated to include the web site address.

It was moved by Ian Pullan and seconded by Richard Uribe to add the website address to the banner ads. The motion carried by the following vote:

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

**NAYS:** None

D. Logos

With the DMO having a dba of Visit Dana Point, it is important to connect that with the third party meetings and group sales for recognition by the planners. Ms. Bijlani proposed utilizing the existing logo graphic with the words Visit Dana Point for the purposes of stationery, business cards and the 'about us' section on the Web site. It was stated that it is also important to connect the new DMO with the work that has already been done on behalf of the TBID. The utilization of the same graphic in the name helps with that challenge. Discussion ensued as to the addition of a graphic to the mix; however, it was agreed that the logo could be used in ways as defined herein. A discussion on branding resulted and all were in agreement that this would be an area for the new Executive Director and Board of Directors to work on with key stakeholders in the near future.

It was moved by Ian Pullan and seconded by Richard Uribe to temporarily add the "Visit Dana Point" logo to the existing logos until the branding exploration is undertaken. The motion carried by the following vote:

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

**NAYS:** None

**ABSTAIN:** Bruce Brainerd

E. Conference Direct

Conference Direct attendees for CDX wished to do pre-conference site visits to the resorts. Ms. Bijlani informed the board that they would like the TBID to cover the cost of transportation to the two resorts they would like to visit. The Advisory Board felt that as long as two or more resorts were part of the visit, the expenses could be covered by the TBID funds.

It was moved by Jim Samuels and seconded by Ian Pullan to cover the cost of transportation for Conference Direct to the two resorts they wished to visit from the Newport Beach conference site. The motion carried by the following vote:

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

**NAYS:** None

F. Connect Meetings

A company named Connect Meetings contacted Ms. Bijlani to discuss the opportunities for their services. They asked to present their meetings opportunities to the Advisory Board. Ms. Bijlani was directed to contact them to set up a 15 minute window for their presentation at the next Advisory Board meeting.

3. Web site – Update

Ms. Bijlani handed out a map as an example of some of the work being done to improve the Web site. The Advisory Board was informed that the Calendar of Events and social media postings were now current. The committee was informed that the Web site has been moved to a Wordpress platform to be launched June 1 to make it easier to make additions and edit. The change will be seamless in terms of the Web site presence.

4. City/DMO Operating Agreement – Update

Ms. Nelson informed the committee that the City Attorney had not yet seen the Operating Agreement. Cindy would like the committee to review the draft Operating Agreement and share their thoughts over the next week. With one City Council meeting happening in May, it is important to schedule a special meeting before the May council meeting and approve the final Operating Agreement between the Dana Point Resorts Association, Inc. and the City of Dana Point. The committee was instructed to provide feedback to Judy and/or Cindy so the Operating Agreement can be finalized, reviewed with the City Attorney and presented to City Council for approval.

**BOARD MEMBER AND STAFF COMMENTS**

Advisory Board Member Comments - None

Staff Comments - None

**ADJOURNMENT** at 2:06pm