



**REGULAR MEETING AGENDA**  
**DANA POINT RESORTS ASSOCIATION, INC. dba Visit Dana Point**  
Wednesday, May 25, 2016 at 1:00p.m.  
City of Dana Point Public Works Conference Room  
33282 Golden Lantern, 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 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 Board from taking action on a specific item unless it appears on the posted Agenda. If anyone has handouts to distribute to the Board, please hand them to the City staff for distribution.

**CONSENT CALENDAR**

1. Approval of Meeting Minutes – May 3, 2016

**NEW BUSINESS**

2. Administrative Set-Up
  - a. FBN/Statement of Information
  - b. Board of Directors Insurance
  - c. Executive Director Search
  - d. Banking/Accounting Services

**Recommended Action: Authorize Interim Manager to secure basic services.**
3. Public Relations
  - a. Media Release
  - b. Contract with Public Relations Firm

**Recommended Action: Approve an agreement for services with Wagstaff in an amount not to exceed \$2,500 for editing and distributing release on DMO.**

4. Board Policies/Administration

**Recommended Action: Approve subject to any modifications by the Board.**

5. Marketing
  - a. Update on services provided by Armitage, Inc.

**Recommended Action: Approve Agreement with Armitage to provide marketing services to DMO.**

- b. OCVA Membership
- c. City of Dana Point Concierge Event

**BOARD MEMBER COMMENTS**

**ADJOURNMENT**

**CERTIFICATION**

I, Judith Bijlani, Interim Manager for Visit Dana Point, do hereby certify that a copy of the foregoing Agenda was posted at Dana Point City Hall by Tuesday, May 24, 2016, at 1:00 p.m.

  
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JUDITH BIJLANI, INTERIM MANAGER

5-24-16  
\_\_\_\_\_  
DATE

VISIT DANA POINT