



SPECIAL MEETING MINUTES  
DANA POINT RESORTS ASSOCIATION, INC.  
dba Visit Dana Point  
Wednesday, May 25, 2016  
City of Dana Point Public Works Conference Room  
33282 Golden Lantern, Dana Point, CA 92629

**CALL TO ORDER:** 1:05 PM

**ROLL CALL**

Jim Samuels, Chair  
Richard Uribe, Vice Chair  
Bruce Brainerd, Treasurer  
Ian Pullan, Secretary

Staff Present: Judy Bijlani, Interim Manager

**PUBLIC COMMENTS:** NONE

**CONSENT CALENDAR**

1. Approval of Meeting Minutes – May 3, 2016

It was moved by Ian Pullan and seconded by Richard Uribe to approve the meeting minutes for May 3, 2016. The motion carried by the following vote:

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

**NAYS:** None

**NEW BUSINESS**

2. Administrative Set-Up
  - a. FBN/Statement of Information: Ms. Bijlani indicated the tax exemption status forms will be signed today and submitted by Friday to the IRS; it will take up to six months to receive final IRS approval.
  - b. Board of Directors Insurance: Ms. Bijlani indicated Board of Directors D & O liability insurance is being obtained from Ace Underwriters in the amount of \$1,535.00. Per Board direction, general liability insurance will be obtained at a later date.

- c. Executive Director Search: Ms. Bijlani reported that interviews are continuing. Consideration will be given to hiring an executive search firm at a future meeting.
- d. Banking/Accounting Services: Ms. Bijlani indicated that the City TBID funds for the first quarter of 2016 will be transferred to the DMO the beginning of June. Discussion ensued regarding which banking institution to use. Quick Books Online was recommended for daily management of DMO income/expenses with set-up to be handled by an experienced bookkeeper with whom Ms. Bijlani has worked in the past. Chair Samuels also indicated Rutan and Tucker were willing to provide legal services on an 'as needed' basis to the Board at \$300 per hour.

A motion was made by Jim Samuels and seconded by Ian Pullan to use Bank of America as its financial services provider; securing Quick Books and set-up for accounting purposes per the proposal; and approve entering into a Letter of Agreement with Rutan and Tucker to provide legal services.

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

**NAYS:** None

### 3. Public Relations

Wagstaff submitted a proposal for \$2,400 to manage issuing a press release concerning the new DMO. After further discussion, the Board directed Ms. Bijlani to handle writing and distribution as opposed to hiring Wagstaff. The City's quote for the release will be followed up on between Mike Killebrew and Judy Bijlani.

### 4. Board Policies/Administration

After a brief discussion, a motion was made by Ian Pullan and seconded by Richard Uribe to approve the Accounting Administrative Policies as presented.

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

**NOES:** None

### 5. Marketing

- a. Update on services provided by Armitage, Inc.: Ms. Bijlani introduced Diane Armitage who then provided an overview of the work they have done since hired by the TBID. After further discussion, the Board requested Armitage to further refine its proposal to reflect what innovative strategies would be deployed to generate additional room nights and what measurements of success would be for those marketing efforts (i.e. "Score Card"). Priorities for the Board include: 1) referrals from third party sites including OTA's (online travel agencies); 2)

target neighboring states; 3) drive activity to the DMO website and individual resort sites; and 4) redirect ads. The Board indicated they wish to only extend the agreement until September 30. During the next few months a Request for Proposal for Marketing Services will be created for review by the Board.

- b. OCVA Membership: Ms. Bijlani reported the City paid for the 2016 membership; the DMO expressed its interest to send a representative to the meetings on behalf of the City.
- c. Dana Point Concierge Event: Ms. Bijlani indicated the City Economic Development Division is hosting a concierge event to introduce them to new and existing restaurants in Dana Point where guests can be encouraged to visit. The Board decided not to have the DMO Interim Manager commit time to co-sponsor the event at this time.

**STAFF COMMENTS:** The Board was asked and confirmed that Adam Smith with Connect Meetings will be a guest presenter at the next meeting of the DMO Board of Directors. Ian Pullan requested a review of the Smith Travel Report (STR) for possible subscription by Visit Dana Point to be considered at the June Board meeting. Experient and BI participation in the meetings incentive program to be reviewed at the June meeting. Trademarks were discussed and it was decided to not file the Use form at this time. All trademarks to be reviewed at a later date.

**BOARD MEMBER COMMENTS:** None

**ADJOURNMENT: 2:05 PM**

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Ian Pullan, Secretary, Board of Directors

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Date