



REGULAR MEETING MINUTES
DANA POINT RESORTS ASSOCIATION, INC. dba Visit Dana Point
Tuesday, July 19, 2016
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, Monarch Beach Resort

PUBLIC COMMENTS

CONSENT CALENDAR

1. Approval of Meeting Minutes – June 7, 2016

NEW BUSINESS

2. Acceptance of Director Richard Uribe resignation
3. Report on Executive Closed Session
4. Marketing/Advertising
 - a. Armitage, Inc. Proposal
 - b. Review Social Media Guidelines/Attendance at Resort Events:
 - c. Visit California Annual Visitors Guide
 - d. Review of RFP for Marketing Services
5. Creation of Marketing Advisory Committee
6. Membership in Tourism Organizations
 - a. Orange County Visitors Association
 - b. Cal Travel - Annual Outlook Conference
 - c. Destination Management Association International:

7. Chamber of Commerce Proposal
8. Meetings Procurement Companies
 - a. Connect Meetings Proposal
 - b. BI Worldwide Agreement/Experient Agreement
9. Media Release Follow-Up
10. STR (Smith Travel Report) Review
11. Agreement for Interim Manager Services
12. Set Board of Director Meetings

BOARD MEMBER COMMENTS

STAFF COMMENTS

ADJOURNMENT