



**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**