



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: 2:30 PM

ROLL CALL

Jim Samuels, Laguna Cliffs Marriott Resort & Spa
Bruce Brainerd, Ritz-Carlton, Laguna Niguel
Ian Pullan, Monarch Beach Resort

Staff Present: Interim Manager, Judith Bijlani

PUBLIC COMMENTS – NONE

CONSENT CALENDAR

1. Approval of Meeting Minutes – June 7, 2016

It was moved by Bruce Brainerd and seconded by Ian Pullan to approve the minutes of June 7, 2016.

AYES: Jim Samuels, Bruce Brainerd, Ian Pullan
NOES: None

NEW BUSINESS

2. Acceptance of Director Richard Uribe resignation

The letter of resignation was read. It was moved by Jim Samuels and seconded by Bruce Brainerd to accept the resignation. The new General Manager of the Doubletree Doheny Beach will be invited to the next Board of Directors meeting.

AYES: Jim Samuels, Bruce Brainerd, Ian Pullan
NOES: None

3. Report on Executive Closed Session

The Interim Manager reported that the Board has selected Sean Keliiholokai as its new Executive Director. His start date is August 15, 2016. The Board welcomed him and indicated a news release will be issued soon announcing the appointment.

4. Marketing/Advertising

a. Armitage, Inc. Proposal:

It was moved by Jim Samuels, seconded by Ian Pullan, to approve an extension of the Armitage contract to September 30, 2016 in the amount of \$5,000 per month plus one time charges of \$2,800 for the Meeting Planner Guide and \$1,000 for meetings and initiatives.

AYES: Jim Samuels, Bruce Brainerd, Ian Pullan

NOES: None

b. Review Social Media Guidelines/Attendance at Resort Events:

After discussion by Board members, it was decided that each resort General Manager (four) will notify the Manager/Executive Director of a monthly public event/activity that they desire to have covered on social media at their respective property. A schedule of four events per month at the resorts will be set and covered through attendance and photos by the marketing representative.

c. Visit California Annual Visitors Guide:

After discussion by Board members, it was determined that advertising would not be placed this year due to the timing of the branding/marketing project. The Interim Manager will work with the new Executive Director to obtain mention in the editorial section of the guide on behalf of Visit Dana Point.

d. Review of RFP for Marketing Services:

Distribution of the RFP will not occur until such time as the Board and its new Executive Director have an opportunity to carefully review the draft and develop a schedule for release and response.

5. Creation of Marketing Advisory Committee

The Board elected to defer this item until the new Executive Director is able to assess the needs of the organization and determine the structure of the committee.

6. Membership in Tourism Organizations

a. Orange County Visitors Association:

The City paid for membership in 2016 and has transferred it to Visit Dana Point. The cost is \$5,000 per year.

b. Cal Travel - Annual Outlook Conference:

Membership in Cal Travel is \$660 and was paid by the City. The membership will be transferred to Visit Dana Point. The Visit California Outlook Conference is in February 2017 in Santa Barbara and early registration is \$499. Two City representatives will be attending. The Board will provide direction as to its interest in attending at the next Board meeting. It was discussed that there is representation for our area with Visit California as the new chair for Visit California is the General Manager of the Montage Laguna Beach. The Marketing Chair is from KSL Resorts (Monarch Beach Resort owner.)

c. Destination Management Association International:

The Interim Manager indicated that Visit Dana Point will be able to obtain a 6-month complimentary membership as a result of the formation of the 501(c)(6) Corporation.

7. Chamber of Commerce Proposal

After discussion, the Board directed the Interim Manager to obtain additional sponsorship level information from the Chamber and to place this item on the next meeting agenda.

8. Meetings Procurement Companies

a. Connect Meetings Proposal:

After discussion with the incoming Executive Director, the Board indicated they would reconsider this item after further review by the new Executive Director.

b. BI Worldwide Agreement/Experient Agreement:

The Interim Manager indicated the BI Worldwide Agreement is ready for signature today and the disclosure statement is included as requested by the Board. Experient has approved the agreement with Visit Dana Point for the month of November to focus on the resorts of Dana Point/Visit Dana Point as the Supplier of the Month.

9. Media Release Follow-Up

The Interim Manager indicated the DMO formation media release was widely distributed and well received by the media. She thanked Deanne French and Shannon Gilbert at the Ritz-Carlton for their assistance.

10. STR (Smith Travel Report) Review

The Interim Manager proposed that Visit Dana Point enter into an agreement with STR to research competitive destinations and resorts in order to obtain the best possible

monthly report on ADR and other measures of performance as requested by the Board. The cost for the research is \$750.00. The Board directed the Interim Manager to order the research. The top ten competitors will be brought to the Board for selection of five destinations to be included in the monthly report.

11. Agreement for Interim Manager Services

It was moved by Bruce Brainerd, seconded by Ian Pullan, to extend the Interim Manager agreement to August 31, 2016 to allow for a smooth transition with the new Executive Director.

AYES: Jim Samuels, Bruce Brainerd, Ian Pullan

NOES: None

12. Set Board of Director Meetings

A Special Meeting will be held on Tuesday, August 23, 2016 at 1:00 p.m.

BOARD MEMBER COMMENTS

The Directors indicated an orientation/onboarding schedule needs to be developed for the transition and benefit of the new Executive Director.

STAFF COMMENTS

Ms. Reenders, Economic Development Manager, indicated the City is developing an UBER promotion to encourage residents and visitors to dine and shop in Dana Point restaurants for ease in traveling to and from the venues. The Resorts are interested in participating in the program to encourage patrons to their restaurants and shops as well.

The Interim Manager reported that BI Worldwide will be reporting quarterly on the accounting of commissions under the new agreement. The executive search firm, Specialty Search, will be paid from TBID funds as they provided the candidate selected recently by the Board for the Executive Director position.

ADJOURNMENT: 3:35 PM