



**SPECIAL MEETING MINUTES**  
**DANA POINT RESORTS ASSOCIATION, INC. dba Visit Dana Point**  
Tuesday, August 23, 2016  
City of Dana Point, Public Works Conference Room  
33282 Golden Lantern, Dana Point, CA 92629

**The meeting was called to order at 1:06 p.m.**

**Present**

Jim Samuels, Laguna Cliffs Marriott Resort & Spa  
Bruce Brainerd, Ritz-Carlton, Laguna Niguel  
Ian Pullan, Monarch Beach Resort  
Bill Reider, Doubletree Suites, Doheny Beach

Staff Present: Executive Director, Sean Keliiholokai  
Tourism Consultant, Judy Bijlani

**PUBLIC COMMENTS** – No public comments

**APPROVAL OF MINUTES** - It was moved by Jim Samuels and seconded by Ian Pullan to approve the minutes of July 19, 2016. AYES: Jim Samuels, Bruce Brainerd, Ian Pullan; NOES: None

**NEW BUSINESS**

Due to the departure and resignation of Richard Uribe, Doubletree, Doheny Beach, from the Visit Dana Point Board of Directors, the new General Manager, Bill Reider, attended the Board meeting. Per the Bylaws, it was moved by Jim Samuels and seconded by Ian Pullan to appoint Bill Reider to the position of Board member.

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

Kelly Reenders, Dana Point Economic Development Manager, discussed the possible use of the City trolleys to rent during the off-season for groups staying at the Resorts. The program and guidelines are still being developed; however, the ability to use the vehicles would apply on a case by case basis approved by Ms. Reenders' department. The Board has requested that an information sheet be provided once the program is finalized, including pricing, if any, to communicate to its groups that may be interested in its use. Ms. Reenders will provide the handout. Ms. Reenders mentioned she is working with UBER on a roll-out for the upcoming September initiative.

Sponsorship – Dana Point Historical Society. It was brought to the attention of the Board of the available sponsorship in the amount of \$5,000 for the Dana Point Harbor 50 Year Time Capsule event on August 29, 2016 programmed by the County of Orange, the Orange County Harbor District and local Organizations including the Dana Point Historical Society. It was moved by Jim Samuels and seconded by Bruce Brainerd to sponsor the program in the amount of \$5,000.

**AYES:** Jim Samuels, Bruce Brainerd, Ian Pullan, Bill Reider; **NOES:** None

**Review of RFP for Marketing Services -** It was decided that 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.

Marketing and advertising was discussed through the consideration and extension of the Armitage, Inc. proposal through the end of December 31, 2016 until the Board and its Executive Director can finalize a marketing RFP and review of proposals. This will allow Visit Dana Point to begin with an approved marketing/advertising agency beginning January 1, 2017. It was moved by Ian Pullan and seconded by Bruce Brainerd to approve an extension of the Armitage contract to December 31, 2016 in the amount of \$4,700 per month. **AYES:** Jim Samuels, Bruce Brainerd, Ian Pullan, Bill Reider; **NOES:** None

A discussion followed regarding tradeshow/presentation materials for upcoming events attended by Visit Dana Point staff. Since a tentative budget for the remainder of the calendar year 2016 will be presented at a future meeting, the Executive Director requested a budget not to exceed \$4,000 for tradeshow/presentation materials and collateral. It was moved by Jim Samuels and seconded by Ian Pullan, to approve a budget not to exceed \$4,000 for these items. **AYES:** Jim Samuels, Bruce Brainerd, Ian Pullan, Bill Reider; **NOES:** None

**Chamber of Commerce Proposal –** A revised proposal with tiered packaging was presented by the Executive Director per the direction of the Board at the last board meeting. The Board has further requested a proposal for their review at the next board meeting of the Turkey Trot event only and what sponsorships might be available. The Executive Director is to check on collective membership options as well.

**STR (Smith Travel Report) Review -** The Executive Director presented the comparable destination findings for Visit Dana Point as researched by STR. The Board will review and inform the Executive Director of the selection of five destinations to be included in the monthly report.

**Administrative Request –** the Executive Director requested a budget in an amount not to exceed \$2,000 for administrative supplies and items needed. It was moved by Bruce Brainerd and seconded by Jim Samuels, to approve a budget not to exceed \$2,000 for these items. **AYES:** Jim Samuels, Bruce Brainerd, Ian Pullan, Bill Reider; **NOES:** None

**Set Board of Director Meetings –** It was decided to have monthly meetings in 2016 and to set quarterly regular meetings in January of 2017. A Special Meeting will be held on Tuesday, September 13, 2016 at 1:00 p.m. at the Laguna Cliffs Marriott Resort.

#### **BOARD MEMBER COMMENTS**

The Board has requested that the Visit Dana Point P&L and balance sheet statements be presented monthly at the board meetings, or by e-mail if no scheduled meeting, for their review.

**OTHER BUSINESS**

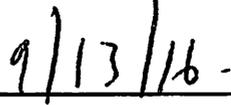
Visit Dana Point has received its federal non-profit status notification from the IRS.

It was moved by Bill Reider and seconded by Bruce Brainerd, to adjourn the meeting. AYES: Jim Samuels, Bruce Brainerd, Ian Pullan, Bill Reider; NOES: None

**ADJOURNMENT: 1:50 p.m.**



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Ian Pullan, Secretary, Board of Directors



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Date