



SPECIAL MEETING MINUTES
DANA POINT RESORTS ASSOCIATION, INC. dba Visit Dana Point
Tuesday, September 13, 2016
Laguna Cliffs Marriott Resort & Spa, Lantern Bay 1 Meeting 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, The Ritz-Carlton, Laguna Niguel
Ian Pullan, Monarch Beach Resort
Bill Reider, Doubletree Suites, Doheny Beach

Staff Present: Executive Director, Sean Keliiholokai

PUBLIC COMMENTS – Kelly Reenders, Dana Point Economic Development Manager, discussed the City's upcoming promotion working with UBER on a roll-out for the upcoming October initiative and will be changing to partner with Lyft. There will be a ride credit offered by Lyft for those riders/patrons that ride to one of the four resorts and utilize their participating restaurants or outlets.

APPROVAL OF MINUTES - It was moved by Jim Samuels and seconded by Bill Reider to approve the minutes of August 23, 2016. AYES: Jim Samuels, Bruce Brainerd, Ian Pullan and Bill Reider; NOES: None

NEW BUSINESS

Legal updates – A. Patrick Munoz, Visit Dana Point's legal counsel updated the Board on the status and summary of Utopia Dispute and Settlement Agreement which will be fulfilled by on or before October 1, 2016. Mr. Munoz further gave an overview to the Board of the Brown Act and its protocols and processes as there are new board members. Mr. Munoz will be retained and utilized by Visit Dana Point should they require on an 'as needed' basis.

Chamber of Commerce Proposal – A Turkey Trot sponsorship deck proposal and the revised proposal with tiered packaging was presented by the Executive Director per the direction of the Board at the last board meeting for comparison. It was moved by Bruce Brainerd and seconded by Ian Pullan to sponsor the chairman package silver club level proposal in the amount of \$5,000.

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

Smith Travel Research (STR) – The Executive Director provided further detailed information about the comparable destination reports available from STR. The minimum for comparable destinations is four but no maximum requirement. The Board will review and inform the Executive Director of the selection of the desired destinations to be included in the monthly report.

Review of RFP for Marketing Services - It was decided that the distribution of the RFP requires further language to be added and will not occur until such time as the Board and its Executive Director have an opportunity to carefully review the draft and approve for release and response.

Budget September – December 2016 – the Executive Director presented a proposed budget for September through December 2016. The Board has requested that a review of prior year TBID P&L and balance sheet statements be presented before final approval of the VDP proposed 2016 budget.

Annual renewal of the TBID – The annual renewal of the TBID 2017 timeline for competition was discussed. With the assistance of the City, the Board and its Executive Director will present to the City Council on October 4th and final approval on October 18th of the 2016 annual report and requesting the city council to continue the program and assessments for the 2017 calendar year for the dana point tourism business improvement district (TBID).

Set Board of Director Meetings – It was decided to continue to have monthly meetings in 2016 and to set quarterly regular meetings in January of 2017. A Special Meeting will be held on Tuesday, October 4, 2016 at 1:00 p.m. at The Ritz Carlton, Laguna Niguel.

BOARD MEMBER COMMENTS

The Board has requested that the Executive Director research options to present to the Board for promotions and incentive campaigns to attract 'drive market' business to the resorts and community during the softer periods – November and December 2016.

OTHER BUSINESS

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: 2:15 p.m.



Ian Pullan, Secretary, Board of Directors

10/4/2016

Date