



ANNUAL MEETING MINUTES
DANA POINT RESORTS ASSOCIATION, INC. dba Visit Dana Point

Tuesday, October 4, 2016

The Ritz-Carlton, Laguna Niguel, Private Dining Room
33282 Golden Lantern, Dana Point, CA 92629

The meeting was called to order at 2:00 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 Keliioholokai

PUBLIC COMMENTS – No public comments.

APPROVAL OF MINUTES - It was moved by Bruce Brainerd and seconded by Jim Samuels to approve the minutes of September 13, 2016 and September 22, 2016. AYES: Jim Samuels, Bruce Brainerd, Ian Pullan and Bill Reider; NOES: None

Financial Report – The Executive Director presented the current budget to actual report ending September 30, 2016. Additionally, it was presented to the board the current status in the TBID account ending September 30, 2016.

Chairman's Report – Jim Samuels, Chairman, discussed how he was pleased with where VDP has positioned itself to date. The board agreed that they believe they are moving in a positive direction to market the destination and the resorts.

Executive Director Report – The Executive Director the current initiatives going on between now and the end of 2016. Discussed the new research reporting tools on a destination level that will be reported on a monthly basis from VDP using the STR and nSight reporting tools. The Executive Director will be attending two tradeshow this year to drive luxury and upper-scale meeting and conference business who book in California. There will be a short-term meeting promotions to be distributed to 18,000+ meeting planners in mid-October to book meetings between now and the end of 2016. There will be an implementation of a customer relationship management (CRM) system to track all information with regards to meetings and leisure planners and lead distribution to the resort partners. A visitor-profile study and strategic plan will begin to learn more about the visitor profile of those who come to Dana Point and the strategic plan will be a road map for success. The Executive Director further detailed that 7

travel trade planners from Germany will be sitting Dana Point, the resorts and the destination beginning October 15 – 17th with a representative from the Visit California office in Germany.

NEW BUSINESS

Q4 Holiday Promotion - The Executive Director along with the City has a conference call scheduled with Lyft to discuss the next steps to secure a holiday promotion for the resorts and destination. More to report at the next board meeting on next steps.

Marketing RFP Update – The Executive Director shared with the board that a total of 7 companies have expressed interest in submitting a proposal for the marketing RFP. The deadline for proposal submissions are Friday, October 14th at 12 noon. The next steps will be to narrow down the submissions for in-person presentations to the board.

Annual renewal of the TBID – Ms. Kelly Reenders from the City of Dana Point confirmed that the resolution for the TBID renewal will be on the agenda for 10/18 at the council meeting and a public hearing will be set on 11/15 for council approval of renewal for 2017.

Annual Election of Officers - It was moved by Bruce Brainerd and seconded by Ian Pullan to have the officers remain in their current positions for the new year in 2017. AYES: Jim Samuels, Bruce Brainerd, Ian Pullan and Bill Reider; NOES: None

Set Board of Directors' Meetings – 2016/2017 – the next board meeting will be held on Tuesday, 11/15 at 1:00pm at the Monarch Beach Resort.

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

ADJOURNMENT: 3:07 p.m.

DocuSigned by:


Ian Pullan, Secretary, Board of Directors

11/23/2016

Date