



**REGULAR MEETING MINUTES**  
**DANA POINT RESORTS ASSOCIATION, INC. dba Visit Dana Point**  
Tuesday, November 15, 2016  
Monarch Beach Resort, Napoli Meeting Room

**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** – No public comments.

**APPROVAL OF MINUTES** - It was moved by Jim Samuels and seconded by Bruce Brainerd to approve the minutes of October 4, 2016. AYES: Jim Samuels, Bruce Brainerd, Ian Pullan and Bill Reider; NOES: None

Financial Summary – The Executive Director presented the current budget to actual report ending October 30, 2016. Additionally, it was presented to the board the current status in the TBID account ending November 15, 2016.

Executive Director Report – The Executive Director (ED) gave a report on the walk-thru of the holiday lights in storage. At the request of the Board; he is to research options for the inventory and cancel monthly storage. The ED made a presentation of the upcoming holiday promotion to generate overnight guest stays was made. At the request of the Board; he is to research other partner options to include as well. The promotion will run at the end of November through December 30, 2016 as a two-night minimum stay in one of the four resorts. The ED presented a “I am Destination” program for future consideration and partnership with the community. At the request of the Board; he is to research how other destinations are using and sustaining the program. The ED is also working on a strategic plan set on the Board’s vision to be presented at a later date and time.

**NEW BUSINESS**

Approval of proposed 2017 budget - The Executive Director presented a 2017 budget for Visit Dana Point. It was moved by Bruce Brainerd and seconded by Ian Pullan to approve the 2017 Visit Dana Point Budget. AYES: Jim Samuels, Bruce Brainerd, Ian Pullan and Bill Reider; NOES: None

**BOARD MEMBER COMMENTS**

None

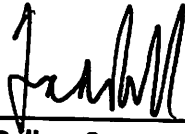
**CLOSED SESSION**

Agency Proposal Presentations. The final agency presentations will occur on 12/16/2016 at the DoubleTree Hotel by Doheny Beach at 10:30am in a closed session meeting.

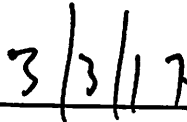
**OTHER BUSINESS**

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: 4:03 p.m.**



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Ian Pullan, Secretary, Board of Directors



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Date