

DANA POINT TOURISM BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD

Tuesday, March 1, 2016 at 1:00p.m.

City of Dana Point Public Works Conference Room
33282 Golden Lantern, #212, Dana Point, CA 92629

CALL TO ORDER

ROLL CALL

Jim Samuels, Laguna Cliffs Marriott Resort & Spa
Bruce Brainerd, Ritz-Carlton, Laguna Niguel
Ian Pullan, St. Regis Monarch Beach Resort & Spa
Richard Uribe, Doubletree Suites by Hilton Doheny Beach

PUBLIC COMMENTS

Any person wishing to address the Board during the Public Comments section or on an Agenda item is asked to complete a "Request to Speak" form. The completed form is to be submitted to City staff prior to the Agenda item being called and discussed. In order to conduct a timely meeting, there will be a three-minute limit per person for the Public Comments portion of the Agenda. State law prohibits the Committee from taking action on a specific item unless it appears on the posted Agenda. If anyone has handouts to distribute to the Committee, please hand them to the City staff for distribution.

CONSENT CALENDAR

1. Approval of Meeting Minutes – February 17, 2016

NEW BUSINESS

2. Workshop Discussion with Civitas Regarding Creation of a Destination Marketing Organization
3. Review of Third Party Meeting Providers
Recommended Action: Provide direction to Interim Manager
4. Review of TBID Website and Social Media Management
Recommended Action: Provide direction to Interim Manager
5. Interim Public Relations Services
Recommended Action: Direct Interim Manager to secure proposals for services.

BOARD MEMBER AND STAFF COMMENTS

Advisory Board Member Comments
Staff Comments

ADJOURNMENT

CERTIFICATION

I, Rachel Johnson, Assistant Administrative Analyst of the City of Dana Point, do hereby certify that a copy of the foregoing Agenda was posted at Dana Point City Hall, the Dana Point Post Office, the Capistrano Beach Post Office and the Dana Point Library by Friday, February 26, 2016, at 1:00 p.m.

RACHEL JOHNSON, AAA

DATE

SPECIAL MEETING
DANA POINT TOURISM BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD
Wednesday, February 17, 2016 at 4:00 pm
City of Dana Point Public Works Conference Room
33282 Golden Lantern, #212, Dana Point, CA 92629

CALL TO ORDER at 4:00 p.m.

ROLL CALL

Advisory Board Members Present:

Jim Samuels, Laguna Cliffs Marriott Resort & Spa
Bruce Brainerd, Ritz-Carlton, Laguna Niguel
Ian Pullan, St. Regis Monarch Beach Resort & Spa
Richard Uribe, Doubletree Suites by Hilton Doheny Beach

PUBLIC COMMENTS

Diane Armitage advised the Board on the opening of Two Left Forks, inviting them to visit the new restaurant.

Hal Brice spoke in support of the formation of a DMO.

Penny Maynard spoke in support of hiring Civitas to provide consulting services to the TBID.

CONSENT CALENDAR

1. Approval of Meeting Minutes – December 11, 2015

Jim Samuels made a motion approve the minutes from the December 11, 2015 regular meeting; Richard Uribe seconded the motion. The motion carried by the following vote:

AYES: Jim Samuels, Bruce Brainerd, Ian Pullan, Richard Uribe

NAYS: None

2. Budget Update

Assistant City Manager Killebrew provided an update of the current TBID operating budget. There is currently a balance of \$1.7 million in the TBID account. There will also be a credit coming from Utopia (\$175,000), paid in three installments, the balance of which is to be paid by October 1, 2016. Jim Samuels made a motion to receive and file the budget update; Richard Uribe seconded the motion. The motion carried by the following vote:

AYES: Jim Samuels, Bruce Brainerd, Ian Pullan, Richard Uribe

NAYS: None

NEW BUSINESS

3. Discussion on Creation of Destination Marketing Organization

Judy Bijlani provided a presentation on the potential creation of a Destination Marketing Organization (DMO). Jim Samuels made a motion, seconded by Ian Pullan, to recommend that the City enter into a Consultant Services Contract with Civitas in the amount of \$2,200 plus costs to conduct a workshop with the Board to further discuss the creation of a DMO. The motion carried by the following vote:

AYES: Jim Samuels, Bruce Brainerd, Ian Pullan, Richard Uribe

NAYS: None

BOARD MEMBER AND STAFF COMMENTS

Advisory Board Member Comments - None

Staff Comments - None

ADJOURNMENT at 5:05p.m.

Customer: Destination Dana Point
Services: Cvent Supplier Network located at <http://www.cvent.com/en/product-terms-of-use.shtml>.
Term: The Term of this agreement is from 12/1/2014 to 11/30/2015.

Fees and Usage

Marketing Package Details

License Fee: **Destination Guide Featured Content Ad, Destination Guide Banner Ad, Email Newsletter Display Ad, Search Screens, Brand Page**

Total Annual Fees

Price does not include sales tax, which may be applicable in some states or jurisdictions. \$40,000.00
 The Annual Fees listed above reflect a \$2,500 discount off of Cvent's standard rates for the Services listed herein

Payment Terms

Annual upfront payment by invoice

Signatory represents that s/he is the authorized to bind the Customer entity listed above. All fees are due Net 30 from start date. Payment shall be by check. Annual Fees are charged upfront per annum.

Convenience Fee for Split Payments (XX%): \$

Federal Tax ID #

Are you Sales Tax Exempt?

Additional Terms (if applicable).

***Pricing Valid Through 11/26/2014.**

Billing Details

Cvent	Customer Address	Billing Address (If Different)
1765, Greensboro Station Place, 7 th Floor Tysons Corner, VA 22102 Phone: 703.226.3500 Fax: 703.226.3501	Company: Destination Dana Point Street: 33282 Golden Lantern #203 City: Dana Point State: CA Zip Code: 92629 Country: USA	Company: Agency 51 c/o Street: Destination Dana Point City: State: Zip Code: Country:
Cvent Signatory	Customer Signatory	Billing Contact Details
Name: Sam Berkovitz Title: Account Executive Email: sberkovitz@cvent.com Phone: (571) 765-5242	Name: Title: Email: Phone:	Name: Title: Email: Phone:
Signature: Date Signed:	Signature: Date Signed:	If applicable, PO Number: _____ Tax ID: _____

Diamond Listing(s) & Supplier Features(s)	Term		Diamond or Feature Cost
Ad Types	Number of RFPs	Term	Ad Cost
Suggested Ad			
Diamond Plus	Unlimited		
RFP Showcase	Term		Ad Cost
Subscription Fees			STATED WAIVED IF CLIENT
Account Funding Fee			

Total RFP Showcase Cost: \$

Bundle Placement(s)	Linked To	Location / Region	Term
Destination Guide Featured Content Ad	Brand Page	Western US	12/1/14 -11/30/15
Destination Guide Featured Content Ad	Brand Page	California	12/1/14 -11/30/15
Destination Guide Banner Ad	Brand Page	Huntington Beach, CA	12/1/14 -11/30/15
Destination Guide Banner Ad	Brand Page	Los Angeles, CA	12/1/14 -11/30/15
Destination Guide Banner Ad	Brand Page	Newport Beach, CA	12/1/14 -11/30/15
Destination Guide Banner Ad	Brand Page	Orange County, CA	12/1/14 -11/30/15
Destination Guide Banner Ad	Brand Page	Phoenix, AZ	12/1/14 -11/30/15
Destination Guide Banner Ad	Brand Page	San Diego, CA	12/1/14 -11/30/15
Destination Guide Banner Ad	Brand Page	Santa Barbara, CA	12/1/14 -11/30/15
Email Newsletter Display Ad	Brand Page	Western US	May 2015
Search Screen	Brand Page	US & Canada	February 2015
Search Screen	Brand Page	US & Canada	August 2015
Brand Page	All Ads	Linked to All Ads	12/1/14 -11/30/15

Total Bundle Cost: \$40,000



DESTINATION PARTNER PROGRAM



MARKETING	VALUED	VALUED PLUS	PREFERRED	STRATEGIC
HB Connect (Cvent): Partnership recognition on DMO listing and preferred search result placement. Inclusion in 'Local Destination Expert' pop-up at end of RFP process with recommendation for Associates to include DMO on RFP	✓ Valued Recognition & Placement	✓ Valued Plus Recognition & Placement	✓ Preferred Recognition & Placement	✓ Strategic Recognition & Placement
HB Intranet: Custom Partner profile and partnership recognition including hyperlinks to Partner website	✓ 'Valued' Recognition	✓ 'Valued Plus' Recognition & Placement	✓ 'Preferred' Recognition & Placement	✓ 'Strategic' Recognition & Placement
HB InSite: Custom Partner profile and partnership recognition including hyperlinks to Partner website and ability to attach PDFs	✓ Valued Recognition	✓ 'Valued Plus' Recognition	✓ Preferred Recognition	✓ Strategic Recognition
Hyperlink to DMAI EmpowerMINT page within Partner profiles on HB Intranet and HB InSite (as applicable)	✓	✓	✓	✓
Feature link to custom HB-dedicated website in Partner Destinations Library	✓	✓	✓	✓
List destination offers/promotions on HB Promotions site and HB InSite; list on HB Connect (Cvent) if offer is HB-exclusive	✓ 2 per year	✓ 3 per year	✓ 4 per year	✓ Unlimited
HB-exclusive offers/promotions are eligible to be featured in Partner+Plus e-newsletter for additional exposure to HB Associates with opportunity for destination-exclusive edition		✓	✓ Preferred Consideration	✓ Priority Consideration
Give added visibility to properties in your destination with cancelled space , distressed inventory, or open rooms	✓	✓	✓	✓
Destination featured in HB Partner Buzz e-newsletter upon initially joining the HB Destination Partner Program plus listing as a Partner in all editions with link to Partner website	✓	✓ Preferred Placement	✓ Preferred Placement	✓ Priority Placement
Opportunity to submit destination content (educational article and photo) to be featured in HB Partner Buzz e-newsletter	✓ 1 feature per year	✓ 2 features per year	✓ 3 features per year	✓ 4 features per year
Feature complimentary rotating banner ad on HB Intranet home page with hyperlink to website of choice; DMO to provide ad			✓	✓
Proactive monitoring of content on HB InSite by program team for opportunities to connect HB Associates with DMO	✓	✓	✓	✓
Submit HB-related content for posting across HB's social media channels	✓	✓	✓	✓
Invitation to participate in social media initiatives as available, including destination highlights on Pinterest/Instagram		✓	✓ Preferred Consideration	✓ Priority Consideration

EVENTS	VALUED	VALUED PLUS	PREFERRED	STRATEGIC
Invitation to attend HB Annual Business Conference (ABC) ; space is limited and available on a first-come, first-served basis	✓ Up to 2 attendees	✓ Up to 2 attendees	✓ Up to 3 attendees	✓ Up to 3 attendees
Reduced registration rate for HB Annual Business Conference		✓	✓	✓
Complimentary registration for HB Annual Business Conference			✓ One Complimentary Registration	✓ Two Complimentary Registrations
Invitation to participate on partner panels during regional team meetings (as available)	✓	✓	✓ Preferred Consideration	✓ Priority Consideration
Opportunity to host or sponsor segments of HB events which may include: Leadership Meetings, HB ABC, Working Mothers' Annual Meeting, Regional/Team Meetings	✓	✓	✓ Preferred Consideration	✓ Priority Consideration

REPORTING	VALUED	VALUED PLUS	PREFERRED	STRATEGIC
HB Associates will be requested to include DMO on RFP/Leads whenever appropriate (for informational purposes only).	✓	✓	✓	✓
Exclusive access to partner landing page containing HB Associate mailing list, and promotions form	✓	✓	✓	✓
Monthly email introducing all new HB Associates with their contact information	✓	✓	✓	✓
Destination 'self' production report outlining HB business booked into DMO's area	✓ <i>Annually</i>	✓ <i>Annually</i>	✓ <i>Twice Yearly</i>	✓ <i>Quarterly</i>
Competitive set 'comp' production report outlining HB business booked into DMO's requested competitors	✓ <i>Annually for 3 Destinations</i>	✓ <i>Annually for 5 Destinations</i>	✓ <i>Twice Yearly for 5 Destinations</i>	✓ <i>Quarterly for 5 Destinations</i>
Summary of the number of RFPs sent to DMO through Cvent		✓ <i>Annually</i>	✓ <i>Twice Yearly</i>	✓ <i>Quarterly</i>
Annual HB Associate survey to gauge destination performance and rating; survey created/hosted by DMO and distributed by HB			✓	✓
Other custom reports and benefits as mutually agreed upon			✓	✓

EDUCATION	VALUED	VALUED PLUS	PREFERRED	STRATEGIC
Invitation to attend the HB Partner Educational Session at ABC to learn how to maximize your investment in the program	✓	✓	✓	✓
Invitation to attend 'Getting the Most Out of the HB ABC' webinar prior to Annual Business Conference	✓	✓	✓	✓
Opportunity to schedule in-market presentation by HB leadership to DMO's hotel community educating on value of partnership	✓	✓	✓	✓
List destination familiarization (FAM) trips on HB Partner FAM Page for Associate access; DMO to supply event details and registration link	✓	✓	✓	✓
Assistance creating targeted distribution lists for FAMs			✓	✓
Opportunity for HB leadership representation at Partner events, team meetings, advisory board meetings, and Client events	✓	✓	✓ <i>Preferred Consideration</i>	✓ <i>Priority Consideration</i>
Ability to make in-person presentations to HB regional teams	✓	✓	✓ <i>Preferred Consideration</i>	✓ <i>Priority Consideration</i>
Host educational webinars for HB regional teams and post hyperlinks to webinar recordings in HB Partner Webinar Library		✓ <i>1 per year per region</i>	✓ <i>2 per year per region</i>	✓ <i>1 per quarter per region</i>

DESTINATION TO PROVIDE:

Central point of contact within sales organization to serve as HB Champion

Site inspection assistance for HB Associate and Client
(may include airfare, transportation, itinerary assistance, etc. as determined by DMO)

Inclusion of a HelmsBriscoe representative on advisory board (as applicable)

DESTINATION PARTNER PROGRAM CONTACTS

DANIELLE BOYLES
VICE PRESIDENT
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480.718.2358

ARMITAGE

Innovation. Implementation. Transformation.

Feb. 24, 2016

ATTN: Judy Bijlani

Judy, thank you for the opportunity to work with you, the resort General Managers, and the City of Dana Point as you build a greater brand and visibility for Dana Point. As longtime marketers and promoters for resort cities, resorts themselves and the culinary and events innovated by both, we not only have a great understanding of what the incoming prospect is looking for, but have an imbedded and proven track record of growth in this very area.

This bid pertains specifically to helping you transition the MyDanaPoint.com website to ...

1. Ownership Security and Hosting
2. Critical Fixes for immediate improvement in the search engine rankings
3. Ongoing Maintenance and Growth of the site in behalf of the TBID members and the City of Dana Point

1. Ownership Security and Hosting

This is a DRUPAL site, which requires more focused effort in the transfer to another server than a coding platform more commonly shared among programmers, i.e. WordPress. Still, it's important that the site be moved from the former agency's servers.

We suggest you move the site immediately to a high-speed dedicated server (no other sites will share the server with your site). This enables speed, a monstrous number of incoming hits daily without slowing, and faster "approvals" from search engine robots. Further, we'll secure the administration of the site (who's allowed in) as well as rework emails and forwarding of forms to the officials you deem.

Monthly hosting with our team also includes 24/7 personal access, monthly updates of all plug-ins and applications, automatic backups on a monthly basis to mirrored site locations elsewhere in the United States, and manual backups of the entire site to our own in-house servers on a monthly basis, too.

One-time charge for move: \$250

Timeframe to completion: 48 hours

Monthly hosting after "go live" on new server: \$170/month

2. Needed & Critical Fixes – One Time Charge

In a recent report we ran on the MyDanaPoint.com website, we found that, in the opinion of the search engines, the site is doing some things very well and doing other things poorly. There are several critical coding issues on the site (the home page specifically) that are causing confusion with the search engines. When this happens, it's as if the librarian has given up on figuring out where to shelve the specific book and just leaves it on a rolling cart somewhere in the library.

Search Engine Optimization (SEO) is an absolutely critical aspect for any website today – it is your dedicated librarian – and it is divided into two parts, on-page (strategy on the site) and off-page (monthly strategy to push the site higher). This proposal only addresses the foundational piece that must be done first:

- SEO On-Page codes the primary pages in the website with unique keywords and phrases with meta descriptions, photo tags and more. MyDanaPoint.com has done well coding photo tags, but the most important items such as a 1-sentence description for the entire site (meta description) hasn't been done. We recommend fixing the SEO On-Page issues immediately, including these aspects:

SERIOUS

- Add alt tags (photo tags) to all images – more than 40 images without alt tags
- Remove underscores from image filenames
- Immediately add Group Request and Contact forms, Email opt-in, privacy policy for legal congruence, remove all direct email contact options on site (no longer legal)
- Clean up coding and make it more efficient, includes:
 - HTML is not W3C validated (14 errors)
 - The number of HTTP requests should be no more than 4 - this has 18
 - Too many inline JavaScripts (more than 7)
 - Website has too many CSS (conflicting style sheets) files (more than 5)
 - this signifies that multiple programmers have layered programming code on top of code instead of starting “clean.”

CRITICAL

- Write and insert meta descriptions on home page, primary navigation pages
- Add H1, H4, H5, H6 Tags – header tag should contain a keyword phrase
- Text to code ratio is way off – Home page and primary pages need much more text, keyword rich
- No HTML or XML sitemap

One-time charge for all coding fixes, update of site map, keyword research and writing/insertion of content, keyword phrases on top 30 pages. \$7,000

Timeframe to completion: 30 days

3. Ongoing Monthly Maintenance and Foundational Growth

Primary and foundational activities should continue in the site's behalf to represent accuracy, gain a larger following of interest, and enhance the site's visibility and extended presence globally. We recommend the following:

EVENT CALENDAR

Immediately update the site's event calendar and continue to maintain it.

WEEKLY BLOGGING

Still the most important aspect in social media success and search engine approval ratings, weekly blogging should commence again as soon as possible. This will feature a mix of new resort enhancements and refurbishments, events on and around resort properties and throughout Dana Point, features on restaurants and new chefs, etc.

SOCIAL MEDIA on your EXISTING PLATFORMS

This should be re-initiated with bi-weekly posts to each of your existing platforms (Facebook, Instagram, Twitter, LinkedIn, Flickr We suggest dropping Pinterest as this doesn't represent your business interests).

This strategy includes:

- Maintaining and growing the community hub, respond to comments, questions, queries and messages and/or forwarding these to proper representatives
- Developing hashtags and keywords strategy to help website SEO
- Featuring resort-oriented posts at least once weekly to educate and gain more followers

UPDATE DIRECTORY of VISITOR-SERVING LISTINGS

There are several directory listings – both under the four key resort properties and other Dana Point visitor-serving businesses – that are outdated or incomplete. Further, many visitor-serving businesses are missing in the directory and should be added.

As new businesses come on board and directory listings need to be edited, we will continue to maintain and insert these listings.

Monthly retainer in advance for Ongoing Maintenance: \$6,700

Timeframe: Begin in April for three months through end of 2nd quarter (June 30th). We will complete a review at this time and look into an agreement for continued and longer-term maintenance forward.

Thank you, again, for this opportunity to work on such an exciting endeavor. We look forward to discussing this proposal and our initial plans with you at your earliest convenience.

Blessings and Abundance,

Diane Armitage

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GlobalCulinaryGroup.com

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Feb. 24, 2016

This proposal helps you secure and enhance the MyDanaPoint.com website by:

1. Ensuring Ownership Security and Hosting
2. Correcting critical coding and SEO issues for improvement in rankings
3. Initiating Ongoing Maintenance and Growth of the site

SUMMARY (See attached Support Document for details)

Ownership Security & Hosting

- Move site to a high-speed dedicated server
- Secure administration of the site (who's allowed in)
- Monthly hosting: 24/7 personal call-in access, security/software updates, redundancy backups

To move (one time charge): \$250

Timeframe: 48 hours

Monthly hosting: \$170/month (March – Dec) = \$1,530

Needed & Critical Fixes

- Correct Serious and Critical coding and search engine optimization (SEO) issues on the site itself.
- Update site map (Critical)
- Create critical intake forms (Group Requests, Contact, E-Mail Opt-in, privacy policy)
- Write/insert meta descriptions on top 30 pages (Critical)

One-time charge \$7,000

Timeframe: 30 days

Ongoing Maintenance & Growth

- Update and maintain calendar of events on site
- Weekly blogging
- Bi-weekly social media postings and interaction with communities
- Update all existing business listings in directory
- Add new visitor-serving listings, continue ongoing maintenance of directory

Monthly retainer in advance: \$6,700

Timeframe: Begin in April for three months through end of 2nd quarter. We will complete a review at this time and look into an agreement for continued and longer-term maintenance forward.

INVESTMENT SUMMARY

Ownership Security & Hosting through December 2016	\$ 1780.00
Needed & Critical Fixes (month of March)	\$ 7000.00
Ongoing Maintenance & Growth (April, May, June)	<u>\$20100.00</u>
	\$28,800.00

Recommended Payment Schedule:

Upon agreement:

\$250 for move

\$170 for initial hosting with determination on monthly billing from there

\$7,000 for needed & critical fixes

In the last week of March, we will invoice for April retainer payment of \$6,700, with subsequent billing to follow for May and June.