

REGULAR MEETING MINUTES
DANA POINT RESORTS ASSOCIATION, INC. dba Visit Dana Point
Friday, June 30, 2017
Laguna Cliffs Marriott Resort & Spa, Doheny Boardroom

The meeting was called to order at 1:05 p.m.

Present

Jim Samuels, Laguna Cliffs Marriott Resort & Spa
Bruce Brainerd, The Ritz-Carlton, Laguna Niguel
Ian Pullan, Monarch Beach Resort

Staff Present: Executive Director, Sean Keliioholokai

PUBLIC COMMENTS – No public comments.

APPROVAL OF MINUTES - It was moved by Bruce Brainerd and seconded by Ian Pullan to approve the minutes of February 7 and May 15, 2017. AYES: Jim Samuels, Bruce Brainerd and Ian Pullan; NOES: None

Financial Summary – The Executive Director presented the current budget to actual report to date ending May 31, 2017. Additionally, it was presented to the board the current status in the TBID account ending May 31, 2017.

Chairman Report – The Chairman discussed with the Board that they should have a performance review of the Executive Director at the next board meeting. Recapped the summer leisure promotion has launched and has asked the Executive Director to review with Augustine any website enhancements and/or updated design to report at the next board meeting. Finalizing the holiday décor next steps.

Executive Director Report – The Executive Director (ED) presented year-to-date 3rd party meeting planner booking assists are up 1,863 room nights compared to last year. Leads captured via CVENT have increased 30% YoY. The summer leisure campaign focusing on a longer length of stay at the resorts and in Dana Point launched on June 19th. There were a total of 113 room nights booked or 28 reservations. This campaign will run through September 5th. Should this campaign yield successful results; there will be consideration for similar initiative for the holiday season. The final results from the Expedia OC Joint Marketing campaign that ran February – May 2017 yielded 872 room nights with a 19:1 return on ad spend (ROAS) during this time period. The ED in collaboration with the resort sales teams have upcoming site visits with Visit California's international offices from Canada and Mexico respectively. The ED is also working on an upcoming Brazil FAM trip with 8-10 tour operations collaborating with the resorts and Visit California for October 2017.

NEW BUSINESS

OCVA Initiative – The ED presented the initiatives available for participation with OCVA to include international markets such as China and more. After a brief review and discussion of the initiatives it was decided that no action was to be taken at this time.

Group/Meetings Event – It was presented to the Board the opportunity to host an off-site dinner event for 75+ qualified meeting planners attending Smart Meetings in September 2017. This will allow the destination and resorts to showcase and connect with these meeting planners that have group meetings business. After review and discussion of options, it was decided to research off-site venue options to include Casa Romantica and Mission San Juan Capistrano.

BOARD MEMBER COMMENTS

The topic of homeless and short-term rental impacting tourism at future board meetings.

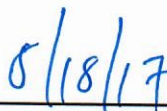
OTHER BUSINESS

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

ADJOURNMENT: 2:10 p.m.



Ian Pullan, Secretary, Board of Directors



Date