

DANA POINT DESTINY

City of Dana Point Ad Hoc Economic Development Committee

June 15, 2011, 6:00P

Dana Point City Council Chambers

DRAFT ACTION AGENDA

1. Welcoming Remarks:

Mayor Scott Schoeffel opened the meeting at 6:11 p.m. Mayor Schoeffel discussed his background. There was a discussion about his family's business marketing avocados with Kraft Foods and developed shipping avocados to new markets and how good ideas can lead to success.

The Mayor discussed how the committee could generate ideas and try them, hopefully with good results.

2. Roll Call and Introduction of Dana Point Destiny Members:

Scott Schoeffel, Mayor

Doug Chotkevys, City Manager

Marla Sherman Balmuth, Golden Galleon/Davine Food & Wine/Upstairs Store

Bruce Beal, Beal Business Law

Damian Collins, John C. Collins & Associates

Brian Dunn, Vintage Marina Partners

Keegan Hicks, The Harbor Grill

Russell Kerr, Edwards Jones Investments/Dana Point Chamber Commerce

Joe Lovullo, Lantern Bay Realty, Inc.

Jim Miller, Coffee Importers

Jorge Olamendi, Olamendi's

Jim Samuels, Laguna Cliffs Resort & Spa

Jay Styles, Wind & Sea Restaurant

3. Purpose of Dana Point Destiny and Scope of Work

The Mayor discussed how there is a need to develop what is working and work together in perfect harmony where everyone knows what everyone else is doing all the time and use it as leverage. The Mayor stated that it is the City's responsibility to get word out of upcoming events to the public. There are pros and cons to this- good to get people here but it can generate parking problems and public safety issues. We as a City need to communicate with our chamber partners and get the harbor merchants involved in city events. Try to find a vehicle to get the information out.

Doug stated that we have a good channel of business communication through the Chamber as was demonstrated during the recent tsunami warning. There is a need to attract third party investors and to be idea people.

4. **City of Dana Point Summer Events**

Doug passed out a list of City events

5. **City Manager's Report**

Doug spoke about the evolution of economic development since coming to Dana Point almost ten years ago. He further went on to acknowledge the business leaders around the table and the impact that they have had to positively develop the business climate into the best that he has seen since coming to Dana Point. He further complimented the Chamber of Commerce leadership and the leadership of the Harbor Merchants Association on their willingness to work with the City to improve the lines of communication to facilitate tonight's meeting and the chances for success.

6. **Member Comments**

Keegan Hicks:

Discussed parking issues in the harbor. Said there is a need for a Tri-City Trolley and reliable public transportation. Marketing to Dana Point is tremendous.

Brian Dunn:

Amazed at the number of events. Will review and come up with suggestions

Jim Miller:

Discussed how there is an opportunity when people come to town to have them back. Need of better way to communicate to all business-need someone to coordinate efforts together (a coordinating body). Need one shuttle system.

Joe Lovullo:

Received many good comments on the Vietnam Memorial Wall.

Bruce Beal:

Must play to our strengths, uniqueness to stand out from other communities with our harbor, sailing, surfing, standup paddleboarding. Vietnam Wall was a great event

Russell Kerr:

Thanked Scott and said that a great plan is born from great ideas. The chamber membership is growing and most members are looking at how their business can benefit. Asked is we are doing all we can to bring services to the people. Said there have been several ribbon cuttings. Said the Lobsterfest uses appetizers and wine from local businesses. Members need to be encouraged to bring services to the people.

Jim Samuels:

Said the four hotels have embarked on an assessment for TBID. There is almost \$1,000,000 in the pot to brand Dana Point. Discussed "Insides Laguna" Training that their concierge attended. Scott said we all need to be ambassadors.

Marla Sherman Balmuth:

Agreed that we all need to be ambassadors. The harbor seems to be the first place people want to visit. This is first time she has seen such great coordination.

Jay Styles:

Two things come to mind. His Dad was a PR professional and worked for the City of San Diego which as a strong visitor's bureau, Discussed Keegan's comment on the trolley and how the trolley in Laguna Beach is special. Doug mentioned that the group can be a catalyst for a paratransit trolley.

Jorge Olamendi:

Said he loved the ideas. He said Dana Point has some of the best hotels and restaurants in California with the whales visiting each year and wonderful weather. Thinks ideas are positive,

Damian Collins:

There is a need to bring local businesses to the people instead of the other way around. Use Facebook and the internet. In the North Shore of Hawaii they have a "Keep It Local" listing which is a list of the month's events in front of each business and on Facebook and the internet. All merchants should group together. Said Doheny Blues Festival does not use local restaurants.

Scott discussed that there have been a lot of good ideas voiced tonight. He will circulate a You-Tube video that may generate other ideas. He asked that everyone spend a half hour and come up with a couple of good ideas to better market Dana Point.

7. **Adjournment at 7:42 p.m.**