

---

**CITY OF DANA POINT  
DANA POINT DESTINY AD HOC COMMITTEE  
ACTION MINUTES**

July 28, 2011  
6:00 p.m.

Laguna Cliffs Resort & Spa Marriott  
Capistrano Room  
25135 Park Lantern  
Dana Point, CA 92629

---

**CALL TO ORDER**

Mayor Scott Schoeffel called the meeting to order at 6:14 p.m.

**ROLL CALL**

Mayor Scott Schoeffel asked Executive Secretary, Jackie Littler, to take the roll call. The following were present:

Marla Sherman Balmuth  
Bruce Beal  
Damian Collins  
John Collins  
Norb Garrett  
Keegan Hicks  
Donna Kalez  
Joe Lovullo  
Jim Miller  
Jorge Olamendi  
Jim Samuels  
Scott Schoeffel  
Jay Styles

*City Staff Present:*

Doug Chotkevys  
Brad Fowler  
Christy Teague  
Jackie Littler

---

**CITY OF DANA POINT  
DANA POINT DESTINY AD HOC COMMITTEE  
ACTION MINUTES**

---

July 28, 2011  
6:00 p.m.

PAGE 2

**CONSENT CALENDAR**

**1. APPROVAL OF MEETING MINUTES, JUNE 15, 2011**

Bruce Beal moved to approve the minutes. Seconded by Mayor Scott Schoeffel. The minutes were approved unanimously.

**PUBLIC COMMENTS**

Carlos Olvera  
Brad Gross

**UNFINISHED BUSINESS**

**2. BUSINESS EXPOSURE AT SUMMER EVENTS**

Scott Schoeffel said he was pleased with the summer concerts. Last Sunday's concert had 3200 people in attendance.

Keegan Hicks stated that after the last concert, they were playing up the event with customers. They had a few folks that came in for dinner after the concert. Bruce Beal commented on the power of the internet and Facebook in getting the message out. Bruce said merchants could use Smartphone to get their message out. He said the Chamber of Commerce could give classes to merchants on how to use this technology.

Doug Chotkevys commented that the city is working with Caroline Calloway, from Bolt PR, to see how the City of Dana Point could better use social media. Economic Development Manager, Christy Teague, will be working with Ms. Calloway.

Norb Garrett asked if the City tweets. Doug mentioned that the city has a calendar on their website and is hoping to find ways to best utilize this.

Marla Balmuth mentioned how DaVine Food and Wine has had success with Facebook in bringing local customers to her business.

Jim Miller said he was slowly moving this way. Indicated there could be success with a database.

Donna Kalez spoke about success of a prize wheel and Jim suggested several little prizes are better than one big prize.

---

**CITY OF DANA POINT  
DANA POINT DESTINY AD HOC COMMITTEE  
ACTION MINUTES**

---

July 28, 2011  
6:00 p.m.

PAGE 3

Doug suggested maybe having a wine tasting event at the concert.

John Collins said merchants should come to the concert instead of focusing on trying to get concert goers to come to business after the concert.

Scott indicated most businesses could do this. This venue works well for some businesses while raffles work for others. Donna suggested a simple banner on stage. Could sign up for text messages.

Jay Styles said he went to the first concert at Sea Terrace Park and loved it. He likes that the concert is not commercial. He said folks could pre-order picnic baskets for pickup before the concert.

Jorge Olamendi suggested that these ideas can expand to all kinds of activities

Doug mentioned that the city is reaching out the Doheny Blues Festival to see about featuring local restaurants at the festival.

For kids attending the concert, Scott suggested rod casting lessons, learning to play songs on the drums and photos with a dolphin mascot.

Brad Gross suggested transfer tattoos for kids as they are very popular right now.

Scott indicated that the concert should have a non commercial carnival atmosphere.

Marla suggested having a Dana Point Harbor booth at the concert.

### **NEW BUSINESS**

#### **3. LOS ANGELES TIMES TRAVEL SHOW**

Doug said that Kim Tilley asked to put his on the agenda. Christy went to the show previously with Kim and Donna. Donna learned that they need to be well prepared before going to the show in the future. Norb mentioned that it is important to target what audience you want (ex. European tourist) and to spend time deciding who you want to attract.

Doug stated that the TBID will be able to provide information in the next 3-5 months on the branding of Dana Point.

Scott said that there is a need to target different markets and make plans.

---

**CITY OF DANA POINT  
DANA POINT DESTINY AD HOC COMMITTEE  
ACTION MINUTES**

---

July 28, 2011  
6:00 p.m.

PAGE 4

#### **4. PRIVATE TROLLEY**

Doug Chotkevys gave a report. The Tri City Trolley planning started 6-7 years ago and partnered with the Cities of San Juan Capistrano and San Clemente. Public transportation is very expensive. Director of Public Works, Brad Fowler, is working with OCTA. Doug asked Brad to look at local summer trolleys provided by para-providers. Costs estimated are about \$300,000-500,000 per year for the summer months. Doug suggested that this group could work to find out what the best route would be to benefit merchants. Carlos Olvera suggested that members of the Dana Point Historical Society could volunteer to give historical talks on the trolley.

Brad is waiting for information from OCTA. There is a need to identify routes and cost data.

#### **MAYOR'S COMMENTS**

The Mayor thanked everyone for being here and was grateful for the attendance. Scott mentioned the concert coming up this Sunday and asked members to contact him if they would like space. Doug mentioned that if anyone would like a booth, to let him know as soon as possible.

#### **MEMBER COMMENTS**

Joe Lovullo mentioned that Channel 4 is featuring Dana Point on their weather report.

#### **ADJOURNMENT**

Scott would like to see the ad hoc group meeting every three to four weeks. The meeting was adjourned at 7:50 p.m.