



**BOARD OF DIRECTORS REGULAR MEETING AGENDA  
DANA POINT RESORTS ASSOCIATION, INC. dba Visit Dana Point**

Location: 33971 Selva Rd, Dana Point, CA 92629  
Friday, August 2, 2019 12:00 p.m.

**BOARD OF  
DIRECTORS**

**JIM SAMUELS**  
Managing Director  
Laguna Cliffs Marriott Resort &  
Spa  
Chairman

**JEREMY WILSON**  
General Manager  
DoubleTree Suites  
by Hilton Hotel Doheny Beach  
Vice-Chairman

**BRUCE BRAINERD**  
General Manager  
The Ritz-Carlton, Laguna  
Niguel  
Board Treasurer

**IAN PULLAN**  
General Manager &  
Vice President  
Monarch Beach Resort  
Board Secretary

**VISIT DANA POINT**

**JONNY WESTOM**  
Executive Director

**QUENTIN ROBERTS**  
Director of Sales

**ASHTON SMITH**  
Sales & Marketing Coordinator

**1. CALL TO ORDER**

- a. Roll Call

**2. 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 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. If anyone has handouts to distribute to the Board, please hand them to the Visit Dana Point staff for distribution.

**3. CONSENT CALENDAR**

- a. Approval of Meeting Minutes – April 12, 2019

**4. CHAIRMAN REPORT**

- a. Review and possible action:
  - TBID renewal and Management District Plan with city of Dana Point proposed revisions.
- b. Review and possible action:
  - Proposed Logo redesign for Visit Dana Point
- c. Review and possible action:
  - Proposed FY 2019-20 Sales & Marketing Plan
- d. Review and possible action:
  - Sponsorship Requests
    - OCVA Orange County Hospitality Workforce Campaign
    - Redo Market (Vintage Festival)

**5. FINANCE REPORT**

- a. YTD Financial Statements
- b. Review and possible action:
  - 2018 Financial Audit

**6. EXECUTIVE DIRECTORS REPORT**

- a. Review and possible action:
  - Policy Change for VDP Offered Incentives "Request that VDP pay VDP's 3<sup>rd</sup> party promotional commissions directly to the client"
- b. Review and possible action:
  - Ongoing issue regarding outstanding commission payments
- c. Reserve Funding Request:
  - VDP requests reserve funds for sales, marketing, and promotional efforts.

**7. SALES REPORT**

**8. BOARD MEMBER COMMENTS**

**9. ADJOURNMENT**

*Brown Act: Government Code §54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Jonny Westom at [jwestom@visidanapoint.com](mailto:jwestom@visidanapoint.com) or 949-441-5133 at least 24 hours prior to the meeting.*