



BOARD OF DIRECTORS MEETING AGENDA REGULAR ADJOURNED MEETING
DANA POINT RESORTS ASSOCIATION, INC. dba Visit Dana Point
Wednesday, January 29, 2025 3:00PM to 5:00PM
Location: Dana Point Chamber of Commerce, 34183 PCH, Suite A, Dana Point, CA 92629

VISIT DANA POINT BOARD OF DIRECTORS

BOARD CHAIR	George Munz	<i>General Manager, Waldorf Astoria Monarch Beach Resort & Club</i>
BOARD VICE-CHAIR	Kelly Steward	<i>General Manager, The Ritz-Carlton, Laguna Niguel</i>
SECRETARY	Daniel Ader	<i>General Manager, Hilton Garden Inn Dana Point Doheny Beach</i>
TREASURER	Dana Unzueta	<i>General Manager, Blue Lantern Inn</i>
DIRECTOR-AT-LARGE	Ben Ly	<i>General Manager, Laguna Cliffs Marriott Resort & Spa</i>
ADVISORY MEMBERS	Kelly Reenders	<i>Asst City Manager, City of Dana Point</i>
	Vickie McMurchie	<i>President, Dana Point Chamber of Commerce</i>
VISIT DANA POINT STAFF	Heather Johnston	<i>Executive Director</i>
	Christian Petersen	<i>Director of Business Development</i>
	Katie McGann	<i>Marketing & Destination Development Manager</i>

1. **CALL TO ORDER**

Roll Call (Board Chair to verbally announce each board member by name. Attending board members must reply verbally that they are present.)

2. **PUBLIC COMMENTS**

Any person wishing to address the Board during the Public Comments section or on an Agenda item who is not present to address the board in person is asked to submit an e-mail to info@visitdanapoint.com from the time agenda is posted up until one (1) hour prior to the meeting convening. E-mails will be distributed for the record prior to the meeting. If the sender so requests, the email will be read into the record at the meeting not to exceed three (3) minutes in length.

3. **ACTION ITEMS:**

A. **Acceptance of November 26, 2024 Board Meeting Minutes**

Recommended Action: Approve Nov 26, 2024 Board Minutes

B. **2025-2030 TBID Renewal & Review Draft Management District Plan**

Recommended Action: That the Board of Directors approve TBID Renewal for FY25-30 with recommended changes to Management District Plan.

C. **Change VDP Budget Year starting July 1, 2025 from Calendar to Fiscal July to June**

Recommended Action: Approve changing VDP Budget Year from Calendar to Fiscal Year July to June starting July 1, 2025.

D. **6-month budget (Jan 2025 – June 2025)**

Recommend Action: Approve 6-month budget (Jan 2025-June2025)



E. 2025 Board Positions, Attendance & Future Board Makeup

Recommend Action: Push board changes to start of new fiscal year July 2025 and have incoming Chair work with current chair during the transition

F. Group Sales Incentive for 2026 & 2027 future bookings

Recommended Action: Approve extending 2025 approved incentive to 2026 and 2027 future bookings until an updated incentive program is approved with the new 2025-2023 TBID.

4. INFORMATIONAL ITEMS

- a. Draft 2024 Jan-Dec Financials & Next Steps for CPA review, audit and annual report to city.
- b. Staff Report
- c. Upcoming Board Meetings – **Changing our bi-monthly meetings to monthly until new TBID is passed. Meetings will be the second Wednesday every month until further notice.**

5. ADVISORY COMMITTEE UPDATES

- a. City of Dana Point
- b. Dana Point Chamber of Commerce

6. BOARD MEMBER COMMENTS / UPDATES

7. NEW BUSINESS

8. ADJOURNMENT

Brown Act: Government Code 54950 (The Brown Act) requires a brief description of each item to be transacted or discussed be posted at least 72 hours prior to the regular meeting. Agendas are posted on the Visitdanapoint.com website and at 34188 PCH, Suite A, Dana Point, CA 92629 (Office location). 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 Heather Johnston at (949) 723-9914 at least 48 hours prior to the meeting.

Notice to the Public: You are welcome and encouraged to participate in this meeting. Public comment is taken (3 minutes maximum per person) on items listed on the agenda when they are called. Public comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.