



BOARD OF DIRECTORS MEETING AGENDA REGULAR ADJOURNED MEETING  
DANA POINT RESORTS ASSOCIATION, INC. dba Visit Dana Point  
Wednesday, February 12, 2025 3:00PM to 5:00PM

Location: Visit Dana Point Offices – 34188 Pacific Coast Highway Suite A (Parking In back)

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**VISIT DANA POINT BOARD OF DIRECTORS**

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

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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](mailto: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 January 29, 2025 Board Meeting Minutes

*Recommended Action: Approve Jan 29, 2025 Board Minutes*

B. 2025-2030 TBID Management District Plan

*Recommended Action: Approve 2025-2030 Management District Plan.*

4. INFORMATIONAL ITEMS

a. Staff Report

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.