



MINUTES: Meeting of the Board of Directors

Thursday, January 19, 2023

CALL TO ORDER

The meeting was called to order at 1:03pm by Chair Bryce Noll. This meeting was held in the Founders Room of US Bank and via Zoom.

DIRECTORS PRESENT (15)

Noll, Bombard, Fornasiere, Kielpinski, Allen, Bradley, Flathers, Glass, Hohenstein, Maistros, Paret, Ponce, Stevenson, Teng, Vega

DIRECTORS ABSENT (4)

Villalobos, Foley, Gorelczenko, Wright

STAFF PRESENT (4)

Luttjohann, Miller, Johnson, DeMyer

GUESTS (1)

Tyler Wilson

CONSENT ITEMS

Approval of Minutes from November 17, 2022

Motion for approval Fornasiere, second Hohenstein; passed with all ayes

Presentation and Approval of November 2022 Monthly Financials

Luttjohann highlighted a few items from the November financials included on the written report like the true-up and increased staffing at the Visitor Center. Teng joined the meeting at 1:06.

Motion for approval Paret, second Vega; roll-call vote passed unanimously

Presentation and Approval of December 2022 Monthly Financials

Luttjohann stated advertising was above budget but was previously approved by the Board and submitted the financial report as written.

Motion for approval Hohenstein, second Paret; roll-call vote passed unanimously

REPORT OF THE CHAIR

Board Training Session Preparations—Noll asked each Board Member to check their email and take a survey sent at 8:19am this morning. This is important to the upcoming Board Workshop and must be submitted by January 31. The presenters need the survey input to make the training session pertinent and useful. On March 6 there will be no Board Meeting only the Board Training Session that month.

Executive Committee Report—Noll stated a Closed Session will take place later in the meeting.

REPORT OF THE PRESIDENT

Luttjohann reviewed and submitted his written report stating the note at the top about short data sets will be corrected next month as he just received the information today on hotel and rental counts. The cross-channel numbers are not

complete due to Judy at Catalina Express and Ben from IEX being out of their offices. Luttjohann did meet with Maistros in prep for the cruise ship shore excursion meeting that is planned for February.

DISCUSSION AND POSSIBLE ACTION ITEMS

Visitor and Member Services Report—Hohenstein presented a membership application for Buoy and Gulls. The business is an existing member business but the application is the new owner with new contact information. Dues were paid and there was no lapse in membership. No vote necessary.

Marketing Report—Fornasiere gave a Holiday Campaign update saying the numbers were above normal, making the campaign successful. Winter Campaign was launched soon after Christmas and will continue into February. The Wendy Burch televised segment was well-received along with several media posts that all contributed to winter business. The website redesign is on schedule and will launch on time, February 20. The 2023 Visitor Guide (VG) is on the island. The VG is the primary advertising piece for Love Catalina the Catalina Island Tourism Authority (CITA) with 50k printed for distribution at the Visitor Center, Trade Shows, California Welcome Centers, AAA, individual requests and more. Luttjohann called attention to the back cover that advertises the 50th Anniversary New Year's Eve Gala.

Events Report—DeMyer reported the Shop Catalina event was successful with 31 businesses participating, Jingle Singers caroling about town and Santa's arrival for the official tree-lighting ceremony. She thanked the participants, Catalina Express and hotels that provided rooms. New Year's Eve preparation on December 30 had helpful volunteers which allowed for this decorating crew to leave at 2:30, earlier than expected. Some of the same volunteers seated guests on December 31. The 2023 Concert Series has been confirmed with Venice, July 15; Mick Adams and the Stones, August 19; and Abba tribute band, September 2. The Mixer is tonight at Catalina Island Fitness Center, 6-8pm with 41 people signed up. February's Mixer will be at Golf Gardens. Upcoming Fixers in the works are: Serve Safe food handling, alcoholic beverage training and sexual harassment certification. Another beach clean-up at White's Landing and the Shred event (after Tax Day) are being planned.

BOARD MEMBER UPDATES

Fornasiere stated construction at the Museum is going well but they will be closed Monday, Tuesday and Wednesday next week. The 1st Friday event on February 3 will be virtual at 6pm on the History of the Catalina Island Grand Prix. February 25 a Tongva Family Festival is planned with more details later.

Kielpinski announced an RFP is out for a new tenant at Toyon Grill. The fiber connectivity grant previously sought was not approved. He stated USDA is offering a new grant opportunity with 100% funding. It is important to show underserved areas and incorrect data must be debunked that appears on the FCC website for the grant to be considered. The Board directed Luttjohann to send an eBlast with a link for making a submission. Kielpinski later stated that the Conservancy has a new website and they are excited about the new technology and the retail opportunities.

Paret is excited that the Catalina Island Medical Center is to formalize an agreement with UCI. CIMC will not be owned, receive direction, or pay UCI for this arrangement. This will improve the ER capability, provide visiting specialists, will equate to more over the next 10 years and gives the university a foothold in the community.

Hohenstein said the Canyon Inn Resort is re-roofing all buildings and then guest rooms will begin renovations utilizing a rolling closure; total cost \$3-4mil. The hotel should be ready in May when it hosts that month's Mixer. She reported March reservations are looking good but that month is dependent on if snow is still allowing activities in the local mountains.

Bombard stated the Long Beach Landing reno should be complete prior to Spring Breaks. The work is a clean-up and will provide a new look at the terminal.

Maistros reported the City of Avalon completed work on Casino Arch. This is the first step of COA work in the downtown. Some updates planned include lighting and a sound system with discreet background music. The reservoir is at 700-acre feet and Edison predicts it will be close to 800 after the runoff. The COA new website is

up and running and provides online services like payment of business licenses. Vehicle stickers must still be picked up at City Hall but most all else can be done online. Luttjohann asked about the TOT reporting form he had discussed with Matt Baker. Maistros said it is possible with the new website to offer that report. Luttjohann said hotel occupancy is there now, but not the rental units.

CLOSED SESSION

Noll called a Closed Session for Board Members only at 1:44pm dismissing all staff from the meeting. Noll reported the Closed Session ended at 2:19pm.

ADJOURNMENT

There being no further business to come before the Board, Chair Noll adjourned the meeting at 2:20pm.