



2019 Board Retreat  
January 17, 2019  
Catalina Island Country Club

## **FINAL AGENDA**

*In consideration of others, attendees are asked to turn off cell phones prior to the beginning of the meeting.*

### Business Meeting—9:00 am

#### Consent Items:

Minutes November 2018\*

Financials November 2018\*

#### Discussion & Possible Action Items

MeringCarson Branding Update with Proposal\*

Approve New Member: Luxury Liners Inc.\*

Council Update on TOT

#### Correspondence

Protest Letter re: Water Rates\*

### Retreat—9:30-11:45 am

Introduce Facilitator Doug Green

Board Roles and Responsibilities

Conflict of Interest

Board Member Organizational Advocacy

### Lunch Break—11:45 am-12:45 pm

### Retreat Part II—12:45 -2:45 pm

Pre-Visioning Exercise (Destination Wide and Org Specific)

Organizational changes since last retreat

**Mission:** To attract visitors and advocate for commerce on Catalina Island  
P.O. Box 217, Avalon, CA 90704 310-510-1520 CatalinaChamber.com

Presentation of Member Survey Results

Cost of Visiting Catalina vs. Target Audiences—Dave Stevenson Marketing Chair

Lack of a Destination Brand

2019-2020 Economic Forecasts & Other Threats to Catalina Island's Visitor Economy

Priorities for next two years

What should we do more?

What should we stop doing?

Break—2:45 – 3:00 pm

Retreat Part III—3:00-4:00 pm

Visioning Exercise

Vision Statement