



**Catalina Island Chamber of Commerce & Visitors Bureau  
Cruise Committee Meeting  
Thursday March 20, 2025@ 11:15 AM**

**Founders Room @ US Bank  
303 Crescent Ave, Avalon, CA 90704**

**Board of Directors Meeting Agenda  
Thursday, March 20, 2025 @ 1:00 PM**

**Founders Room @ US Bank  
303 Crescent Ave, Avalon, CA 90704**

**647 N Main Street  
Bishop, CA 93514**

**Google Meet joining info  
Video call link: <https://meet.google.com/mbj-wayb-gwy>**

Dave Stevenson, *Catalina Island Co*, Chair\*  
Amanda Bombard '25, Past Chair\*  
John Alkibay '26, Treasurer  
Cinde Cassidy, '27, Chair Elect  
Lisa Beach, '27  
Yoli Say, '27  
Grayce Upton, \*27  
Mesa Bradley '26 (2<sup>nd</sup>)  
Elaina Garcia '26  
Janet Flathers '26

Conrado Vega '25  
Bart Glass '25 (2<sup>nd</sup>)  
Megan Wright '25  
Ben Villalobos '25  
Andrew Allen, *Two Harbors*  
Sheila Bergman, *Catalina Museum For Art & History*  
Whitney Latorre, *Catalina Island Conservancy*  
David Maistros, *City of Avalon*  
Jason Paret, *Catalina Island Health*

Jim Lutjohann, President & CEO

*\*= Member Governance Committee/ '25 = year term expires on 6/30*

In consideration of others, please turn off cell phones prior to the beginning of the meeting.

*\*Indicates item in board binder*

Item #	CRUISE COMMITTEE AGENDA
<b>I.</b> (15 Min)	<b>Seatrade Miami Conference &amp; Tradeshow 2025</b> Attendees Appointments pending and confirmed Cruise the West Booth Cruise the West Reception
<b>II</b> (5 Min)	<b>Villa Vie Odyssey</b> Inaugural visit, media event June 18/19, 2025
<b>III.</b> (5 min)	<b>RCI Quantum of the Seas</b> Inaugural visit November 12, 2025
<b>IV.</b> (5 Min)	<b>City of Avalon/Disney Port Agreement</b>
Item #	BOARD OF DIRECTORS AGENDA
<b>I.</b> (2 min)	<b>Call to Order/Attendance (2.6.2)</b>



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<b>II.</b> (15 min)	<b>Board Chair's Remarks (2.4)</b> <ul style="list-style-type: none"> <li><b>Request to formalize term extension for Amanda Bombard to June 30, 2027 (Action)</b></li> <li><b>Call for 2025/26 Nominating Committee Members: 2.8.3C Board Appoints Immediate Past Chair, Chair Elect and up to 3 other board members to the Nominating Committee. (Action)</b></li> <li><b>2.9.4 Nominating Committee solicits suggestions from Board, General Membership and Key Constituents</b> Nominations received to date. Email to membership soliciting nominations</li> </ul>
<b>III.</b> (5 min)	<b>Approval of Minutes* (Action)</b> February 20, 2025
<b>IV.</b> (15 min)	<b>2.8.1A Audit/Financial Oversight Committee Recommends Auditor—John Alkibay* (Action)</b> Suggested Motion: “MOTION: that the Board accept staff and treasurer recommendation to engage McGinty, Knudtson & Associates, LLP as Auditor for one more year
<b>V.</b> (10 min)	<b>CEO/Administrative Updates —Jim Lutjohann</b> Update and/or receive board members' feedback about: <ul style="list-style-type: none"> <li>Member &amp; Visitor Services Approve New Member: Kids on the Move*</li> <li>Hispanic Business Alliance, postponed due to Cruise Ship date change</li> <li>Events Update</li> <li>Department of Justice registry status update*</li> <li>Cruise Committee Update</li> <li>PR Partners Meeting, March 21, 2025</li> <li><b>1.3 Public Policy, Legislation and Infrastructure*</b></li> </ul> <i>Per policy 3.8.1.E, the CEO needs to provide the board with periodic, written "FYI" information.</i>
<b>VII.</b> (10 min)	<b>VP of Marketing and Sales Update—Cathy Miller</b> Update and/or receive board members' feedback about: <ul style="list-style-type: none"> <li>Marketing Update</li> <li>Visitor Guide mailing and distribution</li> <li>Pocket Map 2025</li> <li>Hosted Media</li> <li>Paid Media Update</li> <li>Paid vs organic Social Media</li> </ul>



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<b>VIII.</b> (5 min)	<b>Board &amp; Guest Updates</b>
<b>IX.</b> (5 min)	<b>Summary of Follow-Up Items:</b>
<b>X.</b> (1 min)	<b>Board Meeting Evaluation</b> <ul style="list-style-type: none"> <li>What worked particularly well at this meeting?</li> <li>What we could have done to make it more productive?</li> </ul> <i>Form emailed</i>
<b>XI.</b>	<b>Adjourn</b>
	<b>2024-25 Board Schedule:</b> <ul style="list-style-type: none"> <li><b>Date Change—Tuesday April 22, 2025</b> (possible joint meeting with Council/ Pepperdine service Leadership)</li> <li>May 15, 2025</li> <li>June 19, 2025</li> </ul>
	<ul style="list-style-type: none"> <li><i>Minutes should record agreed-upon feedback of positive Board developments, and those comments reflecting perspectives as to what could have made the meeting more productive (e.g. preparatory materials, Board member preparation, ensuring meeting not dominated by individuals, etc.)</i></li> </ul>