



Visitor & member Services
11:15 am
Board of Directors Meeting
1:00 pm

AGENDA

Thursday, October 27, 2022
In Person or Online via zoom
Founder's Room @ US Bank

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

Bryce Noll '23, Chair
Tim Kielpinski, Past Chair
Amanda Bombard, Chair Elect* (2nd)
Ben Villalobos '22, CFO
Gail Fornasiere, Marketing Chair
Bart Glass '25 (2nd)
Conrado Vega '25
Megan Wright '25
Tim Foley '24
Sharon Gorelczenko, '24
Nicole Hohenstein '24

Mesa Bradley '23
Janet Flathers '23
Michael Ponce '23 (2nd)
Daniel Teng '23
Andrew Allen, Two Harbors
David Maistros, City of Avalon
Jason Paret, Catalina Island Medical Center
Dave Stevenson, Catalina Island Company

Jim Lutjohann, President & CEO

**= Member Executive Committee/ '24 = year term expires on 6/30*

Join meetings by Zoom

<https://us02web.zoom.us/j/82301353406?pwd=Sm42R0RFUHVRa2RZWm1CV0wzQ3diZz09>

Meeting ID: 823 0135 3406

Passcode: 866691

One tap mobile

+16699006833,,82301353406#,,,,*866691# US (San Jose)

Dial by your location

+1 669 900 6833 US (San Jose)

Meeting ID: 823 0135 3406

Passcode: 866691

Find your local number: <https://us02web.zoom.us/u/kdjCRx8OGt>

Visitor & Member Services Meeting: 11:15 am

I. Call to Order

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

II. Introductions

III. Visitor Services Staff, position filled full time effective November 1, 2022

IV. Renewals and Non-renewals

V. Mixers & Marketing Conference: Invite a friend from a non-member business

VI. Future Agenda Items

VII. Adjourn

[Board Meeting 1:00 pm](#)

I. Call to Order

II. Introductions & Recognitions

III. Presentation and final report on Catalina Concert Series 2022

Ray McKewon, Xceptional Music

IV. Consent Item(s)

- a. Approve Minutes
September 22, 2022*
- b. Presentation of Financials—Ben Villalobos
Final Audited Financials, FYE June 30, 2022*
Draft Tax Return FY 2021-22*
September 2022 monthly financials (reflecting revised budget)*

V. Report of the Chair—Bryce Noll

- a. Council Members Lavelle and Schickling meeting
- b. Stakeholder survey results, discussion*
- c. Brown Act rules changes re online attendance/disclosure (not yet required of us)*

VI. President's Report*—Jim Lutjohann

VII. Discussion & Possible Action Item(s)

Visitor & Member Services Report—Nicole Hohenstein
Non renewing members
Help Wanted at Visitor Center—position filled as of November 1, 2022

Marketing Report—Gail Fornasiere
Annual Marketing Conference*
Fall Campaign update

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PR/Hosted Media
Website Redesign Progress
2023 Visitor Guide
Bonus Billboard time
Catalina Beverage Truck Wraps—one more available

Events Report—Janet DeMyer
Concert Series
Mixers & Fixers
July 4th 2022
New Year's Eve 2022—reservations open
Triathlon

Cruise Committee Update—Jim Lutjohann
FCCA Meetings and Follow-ups

I. Board & Member Updates

II. Future Agenda Items

III. Adjourn

* information included in board packet

Audio/Video Recording may be used for accuracy of minutes and actions

Future Meetings

November 17, 2022--Marketing Conference (Catherine's Terrace @ 8:30 am), Board Meeting (Founder's Room @1:00 pm)

December—No Meetings

January 19, 2023—Board Retreat?

February 16, 2023—Marketing Committee @ 11:15 am, Board Meeting @ 1:00 pm

March 16, 2023—Nominating Committee (per bylaws) @ 11:15 am, Board Meeting @ 1:00 pm

April 20, 2023-- Cruise Committee @ 11:15 am, Board Meeting @ 1:00 pm

May 18, 2023—Visitor & Member Services Committee @ 11:15 am, Board Meeting @ 1:00 pm

June 8, 2023—Finance Committee (Executive plus volunteers) @ 11:15 am, Board Meeting @ 1:00 pm

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