



Cruise Committee
11:15 am
Board of Directors Meeting
1:00 pm

AGENDA

**Thursday, September 22, 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 Kielinski, 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

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Find your local number: <https://us02web.zoom.us/j/82301353406?pwd=Sm42R0RFUHVRa2RZWm1CV0wzQ3diZz09>

Cruise Committee 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. FCCA 2022, October 11-14, Dominican Republic
- IV. Seatrade 2023, March 27-30, Ft Lauderdale Florida
- V. Cruise Visitor Stats YTD
- VI. Additional cruise calls on calendar through 2023
- VII. Future Agenda Items
- VIII. Adjourn

Board Meeting 1:00 pm

- I. Call to Order
- II. Introductions & Recognitions
- III. Presentation of Preliminary Audited Financials FY 2021-22
Melissa Knudtson, McGinty, Knudtson & Associates, LLP
- IV. Consent Item(s)
 - a. Approve Minutes
 - June 16, 2022*
 - July 21, 2022*
 - August 11, 2022*
 - b. Presentation of Financials—Ben Villalobos
 - June 2022*
 - July 2022*
 - August 2022*
 - Revised Budget 2022-23*
- V. Report of the Chair—Bryce Noll
 - a. Board member orientation
 - b. The year ahead
 - i. What it means to be a board member
 - ii. Innovation of ideas
 - iii. Policies and Procedures
 - 1. Capitalization policy @ \$1,500
 - 2. Receipts policy @\$25 or less (okay without)
 - 3. Travel policy on flights over 4 hours @ business class
 - iv. October session on stakeholder survey results
- VI. President's Report*—Jim Luttjohann

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VII. Updated Board Roster*

VIII. Discussion & Possible Action Item(s)

Visitor & Member Services Report—Nicole Hohenstein
Non renewing members
New Member Catalina Adventure Sailing*
Dues collection in process, final drop date October 1, 2022
Help Wanted at Visitor Center

Marketing Report—Gail Fornasiere
Fall Campaign launched
PR/Hosted Media
Website Redesign Progress
Annual Marketing Conference
2023 Visitor Guide
62 Above Film and Video Shoot
KTLA Advertising proposal @ \$75,000*

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

Cruise Committee Update—Jim Luttjohann

Film Industry Relations—Jim Luttjohann
Avalon initial shoot
FLICS panel at Catalina Film Festival

I. Board & Member Updates

II. Future Agenda Items

III. Correspondence*

IV. Adjourn

* information included in board packet

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

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Future Meetings

October 27, 2022—Visitor & Member Services Committee @ 11:15 am, Board Meeting @ 1:00 pm

November 17, 2022--Marketing Conference/Board Meeting @ 9:00 am

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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