

Annual Meeting

July 21, 2016



Catalina Island
Chamber of Commerce & Visitors Bureau

67th Annual Meeting



Agenda

- I. Introductions
- II. The Year in Review
- III. The Year Ahead
- IV. Harvey Cowell
Business of the Year
Award
- V. Installation of
Officers & Directors
- VI. Adjourn

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Introductions & Welcome

Mayor & Council

Staff

Contractors

Board Members

Past Chairs

Michael De Marshe



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The Year in Review

New Website

Webcam

App

Film, Social & Video Assets

Marketing Conference

So Long Donna!

New Year's Eve

Board transitions

National Travel & Tourism
Week

Group Sales & Marketing

Visitor Center

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The Year in Review

Marketing & PR

Advertising

Co-op program

Collateral

California Welcome Centers

Media Relations

Tradeshows

Database

Events

Websites

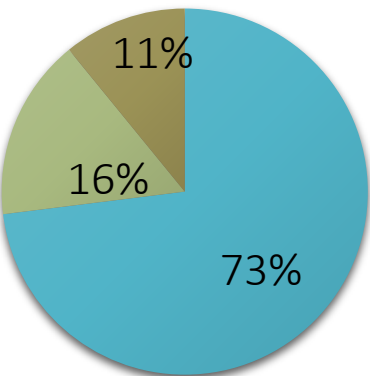
SEO/SEM

Social Media

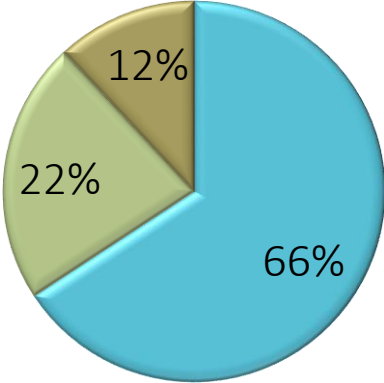
Film Permits

Cruise Industry Relations

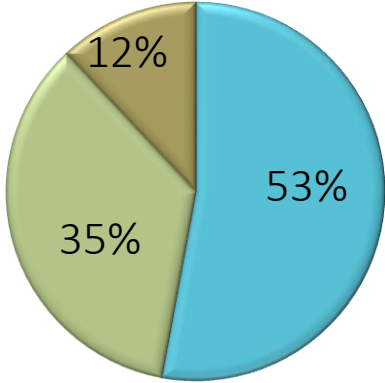
How people are using our website



2012-2013



2013-2014

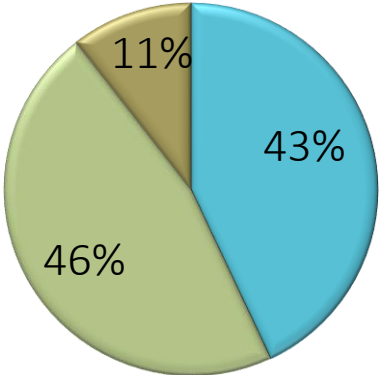


2014-2015

Tablet

Desktop

Mobile



2015-2016

The Year in Review

Marketing & PR

The ever increasing importance of mobile devices from planning to booking

The Year in Review

Budget & Finance

Audited Financials

Success Measures

Transient Occupancy Taxes

Occupancy

Admissions Taxes

Wharfage

Sales Tax

Cruise Passengers

Cross Channel Carriers

Organization

Bylaws

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2015-16

Catalina Island Chamber of Commerce
& Visitors Bureau

Budget \$1,778,356

- TOT \$1,100,000
- Destination Marketing/Events
\$1,600,000

*Unaudited

*Lauren Schlau
Consulting*

MARKETING RESEARCH | STRATEGIC CONSULTING



SearleCreative
MARKETING & DESIGN GROUP™

**RENEGADE
RACE SERIES**



prism

Contractors

Weblink (CMS Database)

Trinet (Websites)

Searle Creative (CMS, CRM, Website)

Mix Marketing (Print Collateral)

Mix Marketing (Print Collateral)

Certified (Brochure & Video
Distribution)

Xceptional Music (Concerts & New
Years Eve)

EXL Media (Media Buying)

Renegade Racing (Triathlon)

Whistler Creative (Graphic Design)

Prism

Lauren Schlau

SMG

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The Year in Review

Staff & Board Retreats Last Year

Mission: To attract visitors and advocate for commerce on Catalina Island

Vision/Goals

Renovate Visitors Center

New Chart of Accounts

Expand Committee Structure

More/Improved events

Group Attraction

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The Year in Review

Events

July 4th

Concert Series

Taste of Avalon

Restaurant Week

Shop at Home/Holiday events

Triathlon

New Year's Eve

Leap Day

Other

Trekker/Google Maps

Shred Day & Document Retention
seminar

Non profit grants workshop

Emergency Preparedness

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The Year Ahead

Board Orientation

Board Retreat

Membership Drive

Volunteer Program

Visitor Guide ad sales

Banner ad sales

Thursday Updates redo

Visitor Profile/Demographics

Committees

Membership, Nominating,
Marketing, Groups, Events



The Year Ahead

RFPs

Auditors—August

Events

Food & Wine Week

Holiday Celebrations/Lighting

New Year's Eve

National Bison Day

Fixers—E-waste

Other

Bison Burger Trail

Visual & Performing Arts



Harvey Cowell, Business of the Year

*Past Award Winner,
Catalina Beverage Company*

Nominees

1. Catalina Beverage Company
2. Catalina Film Festival
3. Xceptional Music Company
4. JazzTrax

Presented By Julie Bovay, Board
Chair



Nominees

1. Catalina Beverage Company
2. Catalina Film Festival
3. Xceptional Music Company
4. JazzTrax

Harvey Cowell Business of the Year
JazzTrax—Ralph Morrow Accepting

Officers & Directors

Outgoing Directors

Cinde Cassidy

Steve Bray

Ray McKewon

Slate of Incoming Directors

Bill Paige, Leo's Drugstore, 2017

Levent Alkibay, Catalina Beverage Company, 2019

Ron Hite, Southern California Edison, 2019

Jason Paret, Catalina Island Medical Center, 2019

Slate of Officers

Julie Bovay, Chair

Bill Paige, Past Chair

Dave Howell, Chair Elect

Tony Budrovich, Chief Financial Officer

Dave Stevenson, Marketing Chair

Installations

Per Bylaws:

Nominations sought in May.

Slates represent recommendations from Nominating Committee.

Previously presented to Board of Directors.



Special Thanks

Rose Ellen Gardener

Michelle Warner

Amelia Lincoln

Carmen Chavez

Laura Roll

Nick Wood

Justus Ramming



In our Thoughts

Samantha Rose Prince



In Loving Memory

Sandy Ferns

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Thank You!

