



MINUTES: Meeting of the Board of Directors

Thursday, April 20, 2017

CALL TO ORDER

The meeting was called to order at 1:02 pm by Chair Julie Bovay

DIRECTORS PRESENT (13)

Bovay, Paige, Howell, Budrovich, Stevenson, Miller, Salinas, Puchala , Costello, Alkibay, Paret, Wade, Fornasiere

DIRECTORS ABSENT (6)

Wilson, Hernandez, Villarama, Hite, Hoefs, Jinkens

STAFF PRESENT (4)

Luttjohann, Miller, Lincoln, Johnson

GUESTS (2)

Lisa Lavelle, Tim Kielpinski

PRESENTATIONS

Lisa Lavelle reported on the upcoming Relay for Life fundraiser. For three years, this 12-hour event has been held at the Joe Machado Field. On June 3, 2017, it will be positioned downtown for the first time and is planned from 9:00am to 9:00pm. The desire is to grow this annual event to one that brings numerous participants to the island. Plans for this year include a DJ, live music and game booths that raise additional funds for cancer research and programs that aid those affected by the disease. Some of the available programs, funded by functions such as this, have been utilized by locals. The event includes the emotional Luminaria Ceremony, an important part of every Relay for Life. Sponsorship of a team begins at \$100 and team members raise donations through pledges. Further information can be found at relayforlife.org/ca. Posters were passed out for businesses wishing to publicize Relay for Life. Members were invited to join the Chamber's team, Samantha Strong, as participants.

CONSENT ITEMS

Approval of Minutes from March 2017

Motion for approval by Paige, second Miller. Passed unanimously

Approval of Financials March 2017

A brief summary was offered by Luttjohann. Motion for approval by Budrovich, second Salinas. Passed unanimously

REPORT FROM THE CHAIR

No report

ACTION ITEMS

Approval of Nominating Committee Recommendations

The slate of officers and directors was presented with a brief explanation by Luttjohann. Paige thanked Bovay for her willingness to remain as chair. Miller moved to accept the nominees, second Howell. Passed unanimously

DISCUSSION AND POSSIBLE ACTION

Marketing & Group Sales Report

Miller reported on RFPs and stated that 31% of the inquiries are from out of state, which often translates to longer stays. Joe Martin with MPISCC- (WE)CON will visit in May to check the properties and begin the site-to-site comparisons for the March 2018 conference. SouthWest Airline's magazine, in the seatback of all flights, features an article on the Catalina Island Museum Chihuly exhibit. Budrovich commented that the island seemed much busier in March.

Visitor Services & Membership Report

Luttjohann explained that the City shared their list of licensed business owners with Villarama, but she has not had time to expand on those options. A reassessment of the membership structure with the possibility of a tiered membership is being considered. With the suspension of the greeter program, a visitor services committee will look at options; a mobile visitor center is being explored as an option. The committee may seek input from Judy Rios at Catalina Express on ways to address visitors at the mole.

Event Reports

Concert Series – Lincoln reported that This Wild Life will hold their concert this weekend. They are a folk/rock band appealing to a large segment. Lincoln also announced that May and June will include Taste Around Avalon, Restaurant Week, Relay for Life, Todo Mundo concert, Rotary Chili Cook Off, Rugby, Two Harbors open house and the Catalina Classic. Alkibay interjected that he has been working with Monster energy drink to bring their sponsored team of skaters and BMX bikers to the island in conjunction with the Catalina Classic. This addition has the possibility of becoming an annual event of its own that could include a music festival. The City has questions about emergency access to Crescent Avenue that must be ironed out.

Mixers & Fixers – Luttjohann reminded attendees that there is no April mixer. With May being declared Travel & Tourism month, the Chamber will host a mega mixer on the pier and it is hoped that several businesses will participate. A fixer is planned for those in the hospitality industry that require certification; training being done through Surf Safe.

July 4th—Luttjohann stated that he is working on the promotional materials for this event.

President's Report

Luttjohann began his report with discussion on the proposed SMG capacity study. The City may be able to budget for ½ of the cost of this study in the next fiscal year, but there is no guarantee. Several Board Members participated in the discussion which generated a vote toward commitment to order the study. Luttjohann summarized the highlights of the President's report, which is on file. Not in the written report, it was added that Catalina Island is featured with

an appealing full-page photo in Location2017, trade magazine for the film industry. Motion for approval by Fornasiere, second Howell. Passed unanimously

Board Member Reports

Board Member Wade reported on the grand opening of Harbor Sands at Two Harbors on May 6 with the Cyclone ferrying guests from Avalon to the isthmus. Board Member Stevenson shared that the aerial adventure course will open in Descanso Canyon late May. The Cyclone should be ready to service visitors in early May, with daily trips to Two Harbors. Descanso Beach Club will have concerts Memorial Weekend, July 15, August 3 and Labor Day Weekend; the Wine Mixer is scheduled for September 22-24 and the Dan Band will return for that event. Evening tours of the casino will begin soon with popcorn in the theatre, dancing in the ballroom and night views of Avalon.

Board Member Fornasiere said that the museum will be open certain evenings throughout the summer. May 25-August 31 they will be open every Thursday until 9pm and Wednesday nights there will be programs in the amphitheater. The upcoming First Friday event falls on Cinco de Mayo and the movie chosen is Nacho Libre. That evening there will be a nacho bar in keeping with the theme.

Board Member Paret announced the medi-spa opens May 1 with Botox, acupuncture and other treatments. He also reported that the entire medical facility needs to be replaced due to issues like earthquake safety and changes in medical practices. If the medical center is not rebuilt by 2030 it will be forced to close. He commented that a \$5million donation would go much further here than it would at other medical facilities on the mainland.

Board Member Puchala stated that the Catalina Express website has been updated making it a secure site for users. She shared a copy of a French LA magazine which includes an article on Catalina Island. Express billboards were moved to new locations to maximize exposure. The company has participated in several ticket give-a-ways one, a Mother's Day promotion on FaceBook. She also brought copies to share of the summer schedule that begins June 9.

Board Member Budrovich said that the Conservancy is working on some test programs for water. There are new restrooms at campsites that utilize new technology making them better than before. To stem any rumors, he disclosed that a bison had been put down. He was a lone bull and had been involved in an incident with a runner and then again with a sheriff vehicle. The bison count is currently at 120 and all females are off birth control. He reported that deer and wildflowers are everywhere and the rain caused damage to many of the roads. On the positive side, 11 plants that had been thought to be extinct have appeared. The Conservancy also continues to promote its youth mentor program.

Correspondence

Luttjohann stated that informational correspondence that may benefit members will be added to board packets. All correspondence is kept on file.

Requests for Future Agenda Items

Salinas suggested that the branding of the Chamber of Commerce should be more about tourism and attracting visitors, which fueled discussion that has been ongoing among staff. Fornasiere requested further probing into cell service/internet problems the island has experienced and Luttjohann responded that Catalina Internet Provider has a management team visiting the island soon. Budrovich commented that eco-tourism education would be helpful to make visitors aware there is more to Catalina than just Avalon.

ADJOURNMENT

There being no further business to come before the Board, Chair Bovay adjourned the meeting at 2:53 pm.