



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

AGENDA

Thursday, April 21, 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.

Tim Kielpinski, Chair
Nicole Hohenstein '24, Past Chair* (2nd)
Bryce Noll '23, Chair Elect* (2nd)
Ben Villalobos '22, CFO
Dave Stevenson, Marketing Chair*
Amanda Bombard '24
Tim Foley '24
Sharon Gorelczenko, '24
Mesa Bradley '23
Vacant '23

Michael Ponce '23 (2nd)
Vacant '23
Levent Alkibay '22 (2nd)
Bart Glass '22
Steve Hoefs '22 (2nd)
Jason Paret '22 (2nd)
Gail Fornasiere, Catalina Island Museum
David Maistros, City of Avalon
Roberto Perico, Two Harbors
Jim Luttjohann, 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>

Cruise Committee Meeting: 11:15 am

I. Call to Order

II. Introductions

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

III. Disney Wonder Inaugural Visit

Plaque Ceremony
PR/Unpaid Communications
Social Media
Merchant Feedback
Seatrade Follow-up

IV. Industry Meetings and Events

Seatrade Miami April 25-28, David Creigh Attending
Cruise the West booth participant
Cruise the West reception
Travel Expense Sponsors offered banner d spaces and/or consumer newsletter placement
Florida Caribbean Cruise Association-June 1-3, San Juan PR
Registration open
Delegates being sought, probable attendees below
1. Cinde Cassidy, David Creigh, Jim Luttjohann

V. Visitor Reporting

Cruise Calls YTD
Number of passengers by month
Number of ships by month
Wharfage
Revenue by month
Increased rate effective April 1

VI. Future Agenda Items

VII. Adjourn

Board Meeting 1:00 pm

I. Call to Order

II. Introductions & Recognitions

III. Consent Item(s)

Approve Minutes
March 17, 2022*
Presentation of Financials—Ben Villalobos
March 2022*

IV. Report of the Chair—Tim Kielpinski

Call for Bylaws Review Committee members (adhoc)
Call for Nominations for two vacant board seats (partial terms through June 2023)

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V. Nominating Committee Report
Proposed Slate of Officers 2022/23*

VI. President's Report*—Jim Lutjohann

VII. Discussion & Possible Action Item(s)

Request for allocation of \$16,925 future budget funds (2022/23) for website redesign
Budget not spent YTD \$17,000
Simpleview Proposal \$33,925
Balance to next FY (6 month project) \$16,925
Total estimate \$33,925

US Bank Lease Agreement
No update at this time

Avalon City Council Candidates Forum
Contacted Catalina Islander, under consideration

Marketing Report—Dave Stevenson
Spring Campaign Update
2022 Rack card and Map update
2022 Visitor Guide mailings to Yacht Clubs

Visitor & Member Services Report—Nicole Hohenstein
New Members
i. Diving Catalina*
ii. Catalina Jet Ski*

Events Report—Janet DeMyer
White's Landing invasive plant removal April 14
Concert Series
Mixers & Fixers
Community Document Shredding, Drop Off April 26
Lodging Open House, May 4
Catalina Pride June 18
Meetings with merchants/venues
Meetings with organizing committee
July 4th fundraising letters and donation cans
Annual Meeting and Installation of Officers/Directors July

Cruise Committee Report—Jim Lutjohann
Update from Committee Meeting

VIII. Board & Member Updates

IX. Future Agenda Items

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X. Correspondence*

XI. Adjourn

* information included in board packet
Audio/Video Recording may be used for accuracy of minutes and actions

Future Meetings

May 19, 2022

Visitor & Member Services Committee @ 11:15 am
Board of Directors @ 1:00 pm

June 16, 2022

Crisis Communications or Bylaw Review Committee @ 11:15 am
Board of Directors @ 1:00 pm

July 21 2022

Annual Meeting and Installation of Officers & Directors Time/Location TBD

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