



MINUTES: Meeting of the Board of Directors
Thursday, March 15, 2018

CALL TO ORDER

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

DIRECTORS PRESENT (17)

Bovay, Fornasiere, Howell, Stevenson, Costello, Foley, Puchala, Montano, Alkibay, Hite, Hoefs, Paret, Ponce, Salinas, Kielpinski, Wade, Radde

DIRECTORS ABSENT (2)

Wilson, Leyva

STAFF PRESENT (4)

Luttjohann, Miller, Warner, Johnson

GUESTS (3)

Cinde MacGugan-Cassidy, Anni Marshall, Tony Budrovich

PRESENTATIONS

Jason Paret explained he has been working with Tom Martin on HMO-type insurance plans that would work for Avalon and Island residents. The presentation "Captive Insurers 101" by Martin may be given later in the meeting as Martin is unreachable at the present (and was not able to be contacted).

CONSENT ITEMS

Approval of Minutes from February 2018

Motion for approval by Salinas, second Puchala. Passed unanimously

Approval of Financials February 2018

Motion for approval by Hoefs, second Stevenson. Passed unanimously

REPORT FROM THE CHAIR

Bovay requested new Board Member nominations be presented to Fornasiere. The current Nominating Committee consists of Fornasiere (along with Wilson) and she welcomes any others

that wish to join the committee. Hoefs and Paret volunteered and were appointed to the 2018/19 Nominating Committee. Luttjohann and Bovay offered their assistance.

ACTION ITEMS

Board Member Attendance

Attention was brought to the fact that Board Member Leyva has zero attendance, missing six meetings since his term began. Luttjohann noted that three absences by a Board Member are considered a resignation but a Board vote is required to remove someone from the Board. A few Board Members have reached out to Leyva to encourage attendance, but his busy life has made it difficult. Luttjohann noted a change to the Board Attendance sheet for Howell, who had excused absences that were not recorded in that manner. He also requested if any Board Member feels their attendance record is incorrect to contact him or staff member Johnson. Motion by Salinas to direct the Board to take action and vacate the seat currently held by Leyva, second Paret. Passed unanimously

Annual Meeting

Warner announced plans for the Annual Meeting to be held on Thursday, July 19 from 6pm-9pm. The M Restaurant has penciled in this event, pending Board approval. Motion for approval of booking the Annual Meeting for July 19 at the M by Stevenson, second Paret. Passed unanimously.

New Chamber of Commerce Members

Applications for new membership were presented for Avalon Diving History Exhibit/Marine Animal Rescue and Long Beach Family Dentist. Bovay called for discussion and suggested both new members be bundled for the vote. Motion for approval by Salinas, second Paret. Passed unanimously

DISCUSSION AND POSSIBLE ACTION

Catalina Concert Series

Luttjohann reminded the Board, Xceptional Music is no longer under contract to the Catalina Island Chamber of Commerce & Visitors Bureau (CICoC&VB) for the Concert Series. He opened the discussion on the possibility of utilizing a few different productions. The idea is for local musicians to give two performances, A Perfect Event (similar to Xceptional) provide some acts, and Xceptional bring the popular Abba, Stones and Santana cover bands. This plan would provide 10 concerts (vs. nine in 2017) for \$3K more than last year. Several Board Members participated in the discussion including Bovay, Puchala, Fornasiere, with Salinas asking about marketing. Luttjohann mentioned that in the past, timelines were a problem and the hope is to improve the level of marketing material and get it sent out earlier. If dates are published earlier, it allows more time for visitors to plan travel to the island for a favorite concert. MacGugan-Cassidy was curious about the time, contracts, work, etc. if the budget was

not approved with the concert expense. No action was taken. Luttjohann will bring a full set of proposals for future consideration in advance of fiscal year 18/19 budget adoption.

Hospital Ballot Initiative

A survey had been previously distributed to the CCoC&VB Membership. Bovay disclosed results of the on-line survey—36.9% endorse, 36.9% neutral, 25% oppose. For the record she read a statement submitted by Wilson (on file). Discussion ensued with Montano, Fornasiere, Salinas, Paret, MacGugan-Cassidy and Radde all adding facts, opinions and feelings. Paret added that all pieces must be together for the system to work: hospital, clinic, long-term care and emergency room. He explained how Ballard came to the \$12mil price vs. the cost estimated today. He also stated that there were shrinking services over the years which addressed the issue of aid received from the City. He claims that as a community grows, if the services grow then revenue would increase. Stevenson interjected that as an employee of the Catalina Island Company, he must be neutral on the matter. Salinas mentioned that Wilson addresses worries about the impact to the city and the potential loss of revenues. Bovay called for a motion and Salinas moved to take a neutral stance. More discussion ensued on water and land issues. Salinas left the meeting. The motion died as it did not receive a second. A motion was made by Kielpinski to support the initiative with second by Hite. Budrovich declared that Kielpinski cannot make a motion because as a Conservancy employee, he must be neutral. Hite then made a motion to endorse the ballot initiative, second Hoefs. Bovay called for a show of hands vote: five yeas, five abstain, four did not vote; no majority. The topic was broached about who must abstain and if Paret should leave the room. Paret made the argument that all in the room are affected financially by the subject. The subject was postponed until later in the meeting to make paper ballots. After the Marketing, Events and President's Reports, the subject was reopened at 2:16pm with two more Board Members (Foley and Ponce) present. For the benefit of those attending late, Bovay recapped by rereading the survey results and Wilson's statement. Hite made a motion for the CCoC&VB to support the Hospital Initiative, second Howell. Bovay called for a vote, Paret left the room, 15 ballots were distributed and collected a few minutes later. The motion failed with no majority: seven support, eight abstain. Abstained: Bovay, Fornasiere, Hoefs, Kielpinski, Puchala, Radde, Stevenson, Wade.

Marketing Report

Group Sales & Marketing Report— Miller reported the Group Sales Committee met earlier today to finalize the 2018 marketing campaign scheduled to begin in April. This campaign is budgeted at \$58,250. The committee also debriefed on the recent meeting planner event held on the island, MPISCC(WE)Con weekend. This event was a resounding success with business proposals already out for future island business. The CCoC&VB plans a conference call with the (WE)Con organizing committee and will propose hosting this event once again next year on Catalina Island with the goal to become a permanent sponsor of the event. The committee agreed upon effective follow-up tactics to secure future and ongoing group business from (WE)Con. Miller announced the Society of Incentive Travel Executives (SITE) has, for a second year, selected the island as the destination for their June 7, 2018 'members only' occasion. This event should draw up to 140 incentive travel planners and suppliers from Southern California to the island.

Hello Catalina Marketing Co-op—Miller explained the current consumer marketing campaign components along with the campaign results from February 2018 and YTD. The early results to the "Hello Catalina Island" campaign that launched the end of January in the San Francisco DMA were also provided.

2018 Pocket Map—Warner reported that all ads have been sold for the map and she is tracking down the last of copy and artwork. Annually, 175,000 copies of the map are distributed and April 1 is the scheduled print date.

Event Reports

Mixers & Fixers—Warner announced tonight's mixer is at 6:00 hosted by Avalon Diving History Exhibit/Marine Animal Rescue on the ground floor of the Casino building. Mixer dates are still available for April and December. In May, Luau Larrys is planning to host, followed by the Catalina Island Museum in June and July is the Annual Meeting.

President's Report

Luttjohann deferred to his written report.

Board Member Reports

Board Member Fornasiere reminded all attendees of Comedy Night as the First Friday event, April 6 at the Catalina Island Museum. She also mentioned the lobby of the Museum has been transformed into their gift shop and the former gift shop space will become an added gallery.

Board Member Kielpinski reported on the restroom improvements in the interior by the Catalina Island Conservancy. He stated that by the end of April there will be seven new facilities up and running. The Parson's Landing road was graded for easier road access and the Trailhead building in Avalon is scheduled to open in August.

Board Member Radde announced there are now two write-in candidates qualified for the upcoming election: Anni Marshall, running for Mayor, had paperwork approved a few weeks ago and more recently Joe Sampson was verified as a candidate for City Council. Her concern was voiced about voting material not delivered into mail boxes yet.

Board Member Puchala revealed the Catalina Express summer schedule is on their website.

Future Agenda Items

Fornasiere wanted clarity on fresh water status. Hite responded that the reservoir is currently at 700 acre feet. MacGugan-Cassidy was concerned about a timeline for Phase 2 water rationing. Hite said, a good drenching rain would make an impact, but if not, the island should stay in Phase 1 until sometime in the Fall. He also mentioned the de-sal plant is adding supplemental water into the system. Due to the discussion, Fornasiere declared the matter need not be brought back at this time.

Luttjohann expressed a desire for an update on the proposed wifi upgrades.

Marshall believed the laundry may be a worthwhile subject, wondering how many hotels had utilized mainland facilities and if any of those had returned their business to the island.

Montano stated that the Hotel Metropole still uses facilities overtown. Marshall also mentioned the candidate forums brought questions about closures of businesses. Luttjohann added CCoC&VB had sent a survey to restaurants. A concern is that 500 seats are lost with the closures and if those seats are filled three times on a busy night, that translates to a loss of 1500 restaurant seats each summer evening. The survey addressed the possibility of more to-go patrons and asked if there was an interest in round table discussion.

ADJOURNMENT

There being no further business to come before the Board, Chair Bovay adjourned the meeting at 2:42 pm