



MINUTES: Meeting of the Board of Directors

Thursday, October 17, 2019

CALL TO ORDER

The meeting was called to order at 1:03pm by Chair Michael Ponce

DIRECTORS PRESENT (13)

Ponce, Noll, Stevenson, Fornasiere, Hoefs, Paret, Villalobos, Foley, Say, Sanchez, Lavelle, Radde, Perico

DIRECTORS ABSENT (6)

Hohenstein, Alkibay, Glass, Bradley, Kielpinski, Salinas

STAFF PRESENT (5)

Luttjohann, Miller, Warner, Johnson, DeMyer

GUESTS (1)

Ray McKewon

PRESENTATION

Ray McKewon from Xceptional Music gave a video presentation on the Concert Series. He began with one concert for the Catalina Island Chamber of Commerce & Visitors Bureau (CICC&VB) in 2010, progressed to seven staged groups in 2011 and by 2016 was up to ten. In 2017 budget constraints required a pause. 2018 and 2019 there were three concerts each year and 2020 should be the same unless extra contributions allow for a fourth. The floor was open for a Question and Answer session. Noll would like to know if there is a way to know the number differences between The Perfect Event concerts and Xceptional. Fornasiere asked about advertising and McKewon responded that he generally posts on several Catalina FaceBook sites with a final boost that may cost a few hundred dollars. Noll asked about the shortfall in the years when Xceptional provided all the concerts and the response was \$50K. Lavelle felt that the benefit of having a beer garden at the Xceptional concerts made the events better than The Perfect Event. Say asked what was allocated currently in the budget and Luttjohann replied, \$33K. McKewon said he is able to get the acts here and negotiate the price because he books them repeatedly and they love the island. Several artists comment on how they enjoy working on Catalina Island. Radde likes the ambiance and wants to be downtown for the concerts. She feels visitors must think, "Wow, I want to come back!"

CONSENT ITEMS

Approval of Minutes from September 2019

Motion for approval by Fornasiere, second Radde. Passed unanimously

Approve New Member

Application for new membership by Catalina Island Eats, Inc. was presented to the board for approval. Ponce called for discussion and vote. Motion for approval by Noll, second Paret. Passed unanimously

DISCUSSION & POSSIBLE ACTION ITEMS

Report of the Chair

Ponce mentioned a future agenda item was requested on the goals. A handout was provided with the goals formed at the 2019 Board Retreat with the progress made on each one in red.

Report of the Chief Financial Officer

Noll presented the financials and as the auditors have not completed their reports did not ask for approval. He also suggested an opportunity to put aside funds for a rainy day. CICC&VB is in the process of paying back the funds borrowed for the VC remodel, from reserve account.

Report of the Marketing Chair

Stevenson stated the CICC&VB is a marketing organization and therefore all Board Members should attend the Annual Marketing Planning Conference to be held November 20, 8:30am to 3pm at Toyon Grill. There will be several valuable presentations including Visit California and Crown & Greyhound. The sentiment survey results have been parked while waiting for more responses. Board members are encouraged to ask friends to complete this and the hope is that by December there will be a large enough sample to validate the results.

Report of the Cruise Committee

Luttjohann reported that three representatives will attend Florida Caribbean Cruise Association (FCCA) in Puerto Rico next week. Meetings are set with Disney, Carnival/Princess, NCL and more. A 'port score' is provided at these meetings that indicates how cruise passengers rate Avalon. An appointment is also scheduled for front-line port training. Luttjohann has been working on more cruise content for the Catalinachamber.com site. Noll expressed his concern with the vocal opposition and how it affected the Cruise Committee meeting earlier in the day. Ponce asked if the Cruise Committee meeting must be open to the public. Say believes responding with facts that answer misconceptions is a way to clear up some issues. Miller insists the pro side must be just as vocal. Noll went on to say those with opposing views do not sit at the table and contribute. Lavelle can see their perspective and stated that recording meetings would verify what is said. Say disagreed as she has had experience with recorded statements being misquoted. Radde announced that letters received by City of Avalon (COA) have been compiled in the hopes of coming up with a written cruise ship policy vs. a change in ordinance. Villalobos thought it might be helpful to come up with figures that state what business would be like without a cruise ship and possible closure days. Lavelle believes that presenting any information would not

change the minds of those against cruise ships. Say agreed and added it is not just cruise ships, but vacation rentals are criticized as well. She further stated, some businesses that provide tours to cruise ship guests are against cruise calls and this makes no sense. Noll thought maybe the CICC&VB should have a conversation with the group opposing ship calls, possibly a public forum and further wondered if the cruise ship execs read in The Catalina Islander the way some local residents feel. Radde felt bad that long-term friendships have been broken over this issue and others in the room shared the same experience. Ponce asked about sending out a survey and Fornasiere asked if it would come from the Board. Luttjohann was directed to send out a survey to the General Membership and Board Members. Lavelle, Ponce and Noll offered to assist with edits. Luttjohann expressed the tax savings per household due to visitor spending is about \$5K each year.

President's Report

Luttjohann presented his written report. There was discussion on the ongoing Avalon Schools issues and their committee meetings have been shared in the Thursday Update. On October 22, Luttjohann cannot attend the meeting as he will be in Puerto Rico attending FCCA. He mentioned that Cliff Hague has been a regular attendee and quite good at structure. Say believes the recent news stories on bullying may bring LBUUSD to the realization that there needs to be resolution.

Events Reports

Mixers & Fixers— DeMyer reported on a successful Mixer at El Galleon, October 10; on November 14 Antonio's Cabaret is hosting. In 2020 January, February, October and November are still available for booking Mixers. Zane Grey is having a ribbon cutting on November 7 and Reach Air Med Care Network is conducting a two-day membership drive on November 13 and 14 at Avalon City Hall. Fixers in the future will include customer service and Microsoft training programs. Care for Catalina held their meeting October 15 and their second community clean-up day is proposed, November 9.

Triathlon—Renegade is on schedule for this November 2 event. Volunteers are needed; a link is in the Thursday Update for sign ups.

Annual Marketing Planning Conference—Toyon Grill is the setting, November 20 at 8:30am. Several hotels are offering discounts for attendees and Catalina Express has a tax-only rate for those travelling from the mainland.

Shop Catalina—Interested merchants met on September 25 deciding to extend timing of the event from noon to 8pm on Saturday, December 7. S'more making will be held on the stage and it is hoped to add cookie and ornament decorating to the event with the help of the Art Association and Rotary Club. Carolers will stroll and Avalon Kid Ventures will participate with festive songs on the stage prior to the arrival of Santa. The new artwork for flyers and the banner represent a fun and more sophisticated experience. The CICC&VB has been working with COA to get Christmas decorations up by Thanksgiving as there is a cruise ship on Friday, December 6, the day prior to Shop Catalina.

New Year's Eve—233 guests made reservations as of October 4 and the number is around 250 today.

Concert Series—Fornasiere asked if the beer garden was only used at Xceptional concert events or if The Perfect Event concerts also had that option. Noll responded that Rotary Club had been approached by The Perfect

Event but they wanted to split the profits 50/50. Rotary negotiated with no split, worked a beer garden, yet it was a net loss. Luttjohann offered an explanation about how McKewon of Xceptional Music has contacts that provide some of the bar products in exchange for sponsorship. There was discussion about The Perfect Event band breaks resulting in loss of the crowd. Villalobos had an experience with The Perfect Event where staff was non-professional in a meeting. Luttjohann further explained the local bands do not want a beer garden that competes with local establishments as those businesses offer paying gigs throughout the year for them.

Board Member Reports

Board Member Sanchez said the Catalina Express holiday campaign will again offer commodore lounge passes with the purchase of gift cards. This will begin on the same day as their best of winter promo, November 4.

Board Member Hoefs announced he will be opening Cove Bar & Grill at the Holiday Inn Resort. A smoker will be added to the location. He is also opening a craft beer and wine establishment with some food items next to his current Catalina Pottery location. Both businesses will be open prior to the end of the year.

Board Member Paret wants those in need of a flu shot to attend the Shot for Shot event. The Catalina Island Medical Center will offer 150 free flu shots on October 23 beginning at 9am. The Café Metropole will then give participants a shot of ginger or one of their other healthy beverages.

Board Member Villalobos said that locals can text 'islander' to 555-888 to receive notifications on discounted helicopter transportation. A text will go out once a week with offers to fill seats at a reduced rate.

Board Member Fornasiere is looking for participants for Catalina Island Museum's Dia de los Muertos Family Festival on November 1. There is a chance to win a cash prize for the best 'ofrenda' and/or work of art, and participants will receive free admission. Sin Frontera, art projects, \$1 tacos and tequila toasting all are planned for the evening. Admission is \$12 for members and \$17 for non-members.

Board Member Lavelle reminded Board Members tonight is Fall Fest or for those preferring burgers, NDMK will charge \$5 for their weekly Thursday special. Catalina Food Tours has scheduled a 90-minute Santa Happy Hour tour to begin in November. A list of restaurant winter closure dates is being coordinated and compiled; it will be shared with CICC&VB.

Board Member Perico announced the Banning House Lodge is offering an \$89 rate for a limited time during the off season.

ADJOURNMENT

There being no further business to come before the Board, Chair Ponce adjourned the meeting at 2:51pm