



**MINUTES: Meeting of the Board of Directors**  
**Thursday, September 19, 2019**

**CALL TO ORDER**

The meeting was called to order at 1:05pm by Chair Michael Ponce

**DIRECTORS PRESENT (17)**

Ponce, Noll, Stevenson, Fornasiere, Alkibay, Glass, Hoefs, Paret, Villalobos, Foley, Montano, Sanchez, Bradley, Lavelle, Radde, Kielpinski, Perico

**DIRECTORS ABSENT (2)**

Hohenstein, Salinas

**STAFF PRESENT (4)**

Luttjohann, Miller, Warner, DeMyer

**GUESTS (2)**

Justin Woolard, Michael Parmer

**CONSENT ITEMS**

Approval of Minutes from August 2019

Motion for approval by Paret, second Fornasiere. Passed unanimously

Approve New Member

Application for new membership by Catalina Connect was presented to the board for approval. Ponce called for discussion and vote. Motion for approval by Fornasiere, second Lavelle. Passed unanimously

**REPORT FROM THE CHAIR**

Ponce stated the Catalina Island Chamber of Commerce & Visitors Bureau (CICC&VB) Executive Committee had met. The City of Avalon (COA) City Council TOT meeting was open to the public and he thanked those that attended to show support. He recalled the issue of the chair and chair elect being on vacation at the time of the proposed January Board Meeting. The meeting was moved the January 23 with no disapproval. Future notifications and on-line calendar will be updated.

## **REPORT FROM THE CHIEF FINANCIAL OFFICER**

Noll reported the auditors have not completed their reports and until finished he asked for approval of the draft financials for July and August 2019. He also mentioned COA will send a check for the TOT true-up. Motion for approval by Bradley, second Paret. Passed unanimously

Noll presented the budget for FY 2019-20. Stevenson and Perico recused themselves and left the room. Motion for approval by Paret, second Fornasiere. Passed with abstention of Stevenson and Perico.

## **CITY OF AVALON DEVELOPMENT IMPACT FEES**

Parmer distributed his report on Development Impact Fees and offered some explanations. He also mentioned the COA would like to have one more meeting before bringing to City Council for a vote; meeting information would be forwarded to the CICC&VB.

## **REPORT OF THE CRUISE COMMITTEE**

Luttjohann announced that an agreement had been made with David Creigh for one year. Both will attend the Florida Caribbean Cruise Association (FCCA) conference in the fall. In the marketing meeting, a recommendation to defer costs was an appeal to local businesses to help with funding. This could be announced in the Thursday Update or a solicitation letter sent to prospective donors.

## **REPORT OF THE MARKETING COMMITTEE**

Stevenson invited all Board Members to attend the Annual Marketing Planning Conference to be held November 20 at Toyon Grill. Crown & Greyhound's topic will be Brand Creative Development and speakers from Discover LA will report on industry trends. Stevenson also reported that website visits were up 5.5% for August. Miller stated that Jack Rabbit referrals from our site have increased substantially.

## **Events Reports**

Concert Series—DeMyer gave an update on the Summer Concert Series stating the bar and raffle proceeds generated \$9.6K. She is negotiating 2020 contracts with local bands, Xceptional Music and The Perfect Event.

Mixers & Fixers—Tonight's Mixer is at the Café Metropole for the Catalina Art Association with upcoming events on October 10 at El Galleon and November 14 at Antonio's Cabaret. A food safety course Fixer was held September 12 and the goal for next year is to offer the class twice. Additional Fixers are the on-line Sexual Harassment Prevention with CICC&VB members receiving a 20% discount and a Servsafe alcohol program in the planning stages. Possible future Fixers will be a shred event, programs to help merchants become global ready and customer service training. A Care for Catalina event is being organized with hopes for a large item pickup to coincide with the clean-up day and community yard sale.

Triathlon—Details are being worked through with Renegade for the Triathlon scheduled for November 2. DeMyer announced RFPs will be solicited for the future as this is the last year of Renegade's contract.

Shop Catalina—A meeting to discuss possible changes to this popular annual event such as possibly expanding it to two days will be next week, September 25 at 3pm.

New Year's Eve—Tickets began selling in July with 183 reservations currently made. The banner is up, a postcard mailer is scheduled and those postcards have been distributed to all hotels.

#### President's Report

Luttjohann deferred to his written report.

#### Board Member Reports

Board Member Ponce reminded all that both the Art and Wine Festivals are this weekend.

Board Member Fornasiere stated the Museum fundraiser this Saturday has less than 30 tickets still available.

Board Member Sanchez distributed winter boat schedules and announced the Catalina Express best of winter promo begins November 4.

Board Member Kielpinski reported the military wants to help Catalina Island Conservancy with work on roads in the future, possibly in a similar fashion to last year's runway replacement.

Board Member Paret stated that two new physicians have joined staff at CIMC.

Board Member Lavelle is concerned about ICE issues and rights of citizens. There was a 2.5 hour meeting with 25-30 people in attendance. The meeting gave information on rights, tax dates and filing, greencards, etc. She will inform when the next meeting date is scheduled.

#### Future Agenda Items

Montano would like further information on the recent incident at Avalon Schools. She asked whether the CICC&VB would publish dates and times of monthly meetings as the school isn't. Mr. Brown from Long Beach Unified School District is attending but she advised to also check with State Superintendent of Schools. An 800 number was provided by Lavelle to be distributed to all Board Members. The number is 800-926-0648.

Paret expressed a desire for an update on the CICC&VB goals. He suggested monthly reporting and asked that the established committees continue to meet. Luttjohann responded that the goal updates are incorporated into his monthly President's Report.

Lavelle wondered if in the interest of transparency the CICC&VB Board Meetings might be recorded or held at City Hall. There was not a consensus in doing so.

#### **ADJOURNMENT**

There being no further business to come before the Board, Chair Ponce adjourned the meeting at 2:50pm