



DRAFT MINUTES: Meeting of the Board of Directors
Thursday, February 16, 2017

CALL TO ORDER

The meeting was called to order at 1:04 pm by Chair Julie Bovay

DIRECTORS PRESENT (17)

Bovay, Paige, Howell, Budrovich, Stevenson, Puchala, Villarama, Costello, Hite, Miller, Salinas, Wilson, Hernandez, Paret, Wade, Fornasiere, Jinkens

DIRECTORS ABSENT (2)

Alkibay, Hoefs

STAFF PRESENT (5)

Luttjohann, Miller, Warner, Lincoln, Johnson

GUESTS (9)

Tim Kilpinski, Cinde MacGugan-Cassidy, Anni Marshall, Ron Truba, Gena Vazquez, Jana Krumholtz, Jennifer Paroly, Herlinda Chico, Charles Zalepeski

PRESENTATIONS

Herlinda Chico reported on her position with new Supervisor Janice Hahn. Her office is in Signal Hill. The desire is to strengthen the relationship with Catalina and target problems needing attention. MacGugan-Cassidy asked for clarity on issues they address. Luttjohann mentioned needs of the hospital and that the island is often overlooked. The office of the Los Angeles County Supervisor handles a wide spectrum of issues and they offer direction to the proper agency for those out of their jurisdiction.

Catalina Film Festival's Ron Truppa brought guests that all shared their involvement. Many individuals assist the Film Festival year around and are essentially volunteers. The event is primarily held to sponsor young film makers and bring their work to light. Finances change each year, and thus far the event has not generated income. It is expensive for attendees due to transportation, parking, hotels and the event pass. Truppa expressed a desire for more financial backing and stated this could become as big as Cannes. Miller encouraged him and stated that all could potentially benefit.

CONSENT ITEMS

Approval of Minutes from January 2017

Motion for approval by Howell, second Salinas. Passed unanimously

Approval of Financials January 2017

A brief explanation was offered by Luttjohann.

Motion for approval by Salinas, second Howell. Passed unanimously

REPORT FROM THE CHAIR

Bovay reported that discussion at the Executive Committee meeting, earlier in the day, included a proposal from Desert Daze and the potential of an island festival. Further she stated that the greeter program will be revamped soon. Salinas commented on the advantage of a multi-lingual greeter. Luttjohann stated the New Year's Eve event was profitable. The contract for the venue was renegotiated and is current. Modifications will be implemented to increase profit for the upcoming New Year's Eve event. Luttjohann also reported that July 4th will see revenue sharing changes.

ACTION ITEMS

Approve New Member—Virgie's Snack Bar was brought before the board for approval as a new member. Motion for approval by Miller, second Villarama. Passed unanimously

DISCUSSION AND POSSIBLE ACTION

Marketing & Group Sales Report

Miller reported that Group RFPs are up this year. Most were due to the Island of Romance promotion in February for weddings but the increase indicates an overall boost for businesses. There is a possible opportunity of hosting the MPI-SCC WeCon event next spring along with a SITE event. Hosting/sponsoring these two events will bring meeting and incentive planners to our island. This is an excellent way to develop and bring new group and incentive business to our island. Eleven partners have joined the 2017 Group Sales and Marketing Cooperative campaign. This partnership leverages the Chamber/Visitors Bureau's marketing expenditures. The March Sunset magazine features an editorial about Catalina Island as one of 10 appealing island destinations.

Visitor Services & Membership Report

Villarama reported that she approached the City for a list of licensed business owners as a basis for seeking new members. Only 30% of existing members participate in Chamber services; a push for engagement with all members will hopefully increase that figure. Jinkens asked if a "Friends of the Chamber" might be viable. To which she answered, the Chamber already has one. Howell mentioned that 150,000 receive Chamber emails and that if only 10% joined a "Friends" group that number is significant.

Event Reports

New Year's Eve – Lincoln is currently working on the upcoming event. Most details were revealed by Luttjohann earlier in the meeting.

Concert Series—Lincoln reported that the Concert Series is set to begin March 18. Fornasiere asked about the budget. The Chamber will contribute the same as last year however the Xceptional Music Company is looking for extra sponsorship. MacGugan-Cassidy commented that McKewon approached the City on this issue, but it has not been an agenda item.

Mixers & Fixers – Warner announced that hosts have committed for 2017 Mixers in May, July and September. A Fixer scheduled for February 22 will be held at the Holiday Inn with Southern California Edison holding two sessions of an Energy Efficiency Workshop. She also reported that the 2017 Visitors Guide has arrived and copies are available.

President's Report

Luttjohann summarized highlights of his report. Report is on file.

Board Member Reports

Board Member Wilson reported that he will attend an upcoming conference in Fort Lauderdale, Florida. He will meet with individuals in the cruise industry and try to move forward with the pier project.

Board Member Villarama reminded those in attendance that the Catalina Island Medical Center Foundation will hold their benefit "An Evening with Oscar" on February 26. On-line bids can be placed for silent auction items.

Board Member Fornasiere announced the "Chihuly at the Catalina Island Museum" exhibit opens to the public March 26. The members' only event March 25 will be attended by the artist, who will be available for book signing. The Museum anticipates opening summer evenings for "Chihuly at Sunset" to view the glass artwork in a different light. Admission price will increase from March 25-December 11, which is typical for an artist of this caliber. On March 3, the 1st Fridays movie "Raiders of the Lost Ark" will be shown in the amphitheater.

Board Member Miller thanked Edison for their swift handling of the water rationing change and encouraged all to search for solutions to the water problem. He asked about findings of a recent study done on the island's water issues. Jinkens reported that the city was exploring options brought to light by the study and that a reclaim facility would cost \$12-14 million. Hite mentioned that the reservoir was at 292 acre feet and rising.

Board Member Hernandez announced that big changes occurred in the past month for him—his daughter was born, he got engaged and his company name changed to Custom Catalina. He also reported that his company booked a very large group travelling to the island June 24.

ADJOURNMENT

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