



MINUTES: Meeting of the Board of Directors

Thursday, September 21, 2017

CALL TO ORDER

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

DIRECTORS PRESENT (11)

Bovay, Fornasiere, Stevenson, Costello, Puchala, Wilson, Jinkens, Hoefs, Montano, Kielpinski, Ponce

DIRECTORS ABSENT (8)

Howell, Salinas, Paret, Hite, Alkibay, Wade, Leyva, Villarama

STAFF PRESENT (4)

Luttjohann, Miller, Warner, Johnson

GUESTS (1)

Cinde MacGugan-Cassidy

CONSENT ITEMS

Approval of Minutes from June 2017

Motion for approval by Ponce, second Hoefs. Passed unanimously

Presentation of Financials June 2017

Brief explanation and recent audit findings were highlighted by Luttjohann. Motion by Jinkens, second Montano to hold approval until final audit report received. Hold over unanimous

Presentation of Financials July/August 2017

A statement was offered by Luttjohann with discussion on the gift certificates payable and options being explored. Luttjohann recommended these financials also be held over. Motion by Wilson, second Jinkens to hold approval until final audit report received. Hold over unanimous

REPORT FROM THE CHAIR

Bovay reported the Executive Committee met on September 14. She announced that Dave Creigh has been representing the Catalina Island Chamber of Commerce & Visitors Bureau (CICoC&VB) at California Air Resources Board (CARB) meetings in respect to the upcoming decision on cruise ship emissions. Approval was given for an agreement to provide \$10K to cover expenses for Dave's representation, and to date, offsetting pledges are approaching \$9K. The CARB ruling is anticipated on

Oct 9. Bovay noted that the CCoC&VB new board member orientation had gone well. She also revealed Villarama tendered her resignation to the board, due to a move to another state.

ACTION ITEMS

An update of signers on the CCoC&VB US Bank checking account is necessary as Gregg Miller and Bill Paige are no longer Board Members. Luttjohann offered an explanation on when 2 sigs were necessary. Board Members Fornasiere, Ponce and Hoefs offered to become signers. Motion to approved three (3) new signers by Jinkens, second Wilson. Passed unanimously

Adoption of Proposed Budget

Luttjohann presented a detailed explanation with discussion throughout; written report is on file. The most critical issue is the decrease of TOT revenue paid to the CCoC&VB by the City which triggered budget cuts and necessitated adjustment to line items. During the City's mid-year review they will revisit the TOT matter and decide if the amount paid to the CCoC&VB is correct. Good news is a \$20K payment from the City to the CCoC&VB is due since an error was found in the City's 2015-16 fiscal year. Another concern is the need to decrease CCoC&VB financial participation with the co-op partners (Catalina Island Co & Catalina Express) in the \$100K internet advertising campaign for the period of January through June, 2018. Motion for approval by Hoefs, second Jinkens. Passed unanimously

New Chamber of Commerce Members

Applications for new membership by Inno-Vapor, Island Cottage Retreat, Catalina Island Ghost Tours.com, were presented to the board for approval. Motion for approval by Montano, second Stevenson. Passed unanimously

Accept Resignation from Board Member Villarama

Motion for approval by Stevenson, second Fornasiere. Passed unanimously

Accept Member Name Change from Island Buddy to Catalina Room Escape

Motion for approval by Jinkens, second Wilson. Passed unanimously

DISCUSSION AND POSSIBLE ACTION

Cruise Industry Update—Wilson, cruise liaison, reported on the upcoming CARB ramifications for Avalon. New regulations will require cruise ships to utilize clean energy while docked, translating to plug-in capability while in USA ports. September 2018 is the earliest implementation of any new law. The CCoC&VB representatives and others are being proactive in an effort to avoid cancellation of Catalina Island cruise ship stops.

Appointment of Nominating Committee

Bovay announced the need for appointment of nominating committee members. Fornasiere as chair elect is a natural choice; Hoefs and Montano also volunteered to serve on the committee. Bovay accepted the three (3) new appointees.

Marketing Report

Miller invited Board Members to attend the October 5 Annual Marketing Conference in Avalon. The event is \$60, at the M Restaurant, 9am to 3pm. At earlier committee meetings discussion included the added blog that is updated bi-monthly, the new URL catalinaislandmeetings.com and upcoming October events. The NTA owners network hosting is

planned for October 28 and for the Visit California Board of Directors meeting on Catalina Island, October 25, members of the public are welcome to attend this meeting. She reported RFPs so far this year are at 194 compared to 87 the entire 2016 calendar year.

Events Reports

New Year's Eve – Warner believed that 182 tickets have been sold—a healthier number than last year at this time. She announced that hotels are offered a \$10 discount on each ticket if offering a NYE package; currently only Pavilion Hotel is participating in this event.

Concert Series – Warner reported the last of nine free concerts for the season was held on September 16, featuring Santanaways. Several guests expressed their belief to staff in the CCoC&VB booth that it was actually Carlos Santana performing.

Mixers & Fixers – Warner reminded attendees that the October 19 Mixer is planned at Overlook Hall. The building received status on the National Historic Register and the plaque will be unveiled that evening. The Mixer on November 16 will be at the Holiday Inn Resort. Escape Room Catalina, on the premise, will offer a mini-escape experience for those attending. A Fixer scheduled for November 1 is ServSafe food safety training, meeting at the Holiday Inn Resort. November 8, the alcoholic beverage TIPS Training Fixer is booked for the Founder's Room in the US Bank building. Jim interjected that two September Fixers, Customer Service Training and the Mayor's Arts Luncheon, were each attended by 30 plus. He emphasized highlights of these meetings which encouraged discussion.

Visitor Services and Membership Report – Warner notified Board Members that Membership Dues third and final notices have been mailed; about 30 Members remain unpaid. Visitor Center hours are now 9am to 4 pm on Saturday and Sunday. Visitor Guide advertising deadline has passed, but items for the 2018 events calendar can be submitted, subject to timing may make it into the Guide. She recently updated the cruise ship calendar on the CCoC&VB website.

President's Report

Luttjohann's written report is on file. He commented on progress of the annual audit, that film permits have increased with another one received today, and summarized other highlights.

Board Member Reports

Board Member Fornasiere invited sign-ups for the Museum's 'Round the Island Cruise on October 3. Doug Bombard will once again narrate this trip with Ross Turner giving commentary on various coves. There are 130 tickets available for this unique opportunity. The 1st Friday event on October 5 will have the theme of Oktoberfest serving gourmet bratwurst and German beer, also Hammerstein Musik Bavaria, a polka rock band will perform. The Silent Film planned for May 2018, Houdini Terror Island was entirely filmed on the Catalina Island. Luttjohann asked her to share the Museum plans after the Chihuly exhibit ends December 11. The art of Jose Guadalupe Posada will be displayed in the downstairs gallery. This will include engraving plates, and other pieces of his work that influence Latino art today. The upstairs gallery will exhibit Destination Paradise, featuring how the island was advertised through the early '80s.

Guest MacGugan-Cassidy expressed concern over internet issues. This encouraged discussion by others and the recommendation was made to hold an entire community meeting with Catalina Broadband. MacGugan-Cassidy also announced that she and Larina Cassidy are excited to have purchased Catalina Backcountry.

FUTURE MEETING AGENDA REQUESTS

Hoefs requested further discussion on the Artisan Market and criteria for events approved by the City. A Farmers Market would fill a niche welcomed by the community, which was believed to be the original intent of the Artisan Market. However, the upcoming Artisan Market is to be held on a cruise ship day and will feature vendors that sell products similar to those offered in local shops—shops that pay rent, taxes and hold a business license. It was recommended that Dan Huncke be involved when this topic is put on the agenda.

Kielpinski asked for future discussion on the \$100K co-op between CCoC&VB /Catalina Island Co/Catalina Express. He also announced that seven cinder block restrooms have been added to the interior. The Trailhead construction is moving along and should be open summer 2018.

ADJOURNMENT

There being no further business to come before the Board, Chair Bovay adjourned the meeting at 3:17pm